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Arnold Aggravates Net Monopoly Worries

Anti-Trust Chief Calls Chains to Conference on Oct. 29; NBC and CBS Not to Be Sidetracked From Appeals

INDUSTRY unrest over the effect of the FCC's revised chain-monopoly rules upon station operations and sponsor relationships was aggravated last week with entrance into the controversy of Assistant Attorney General Thurman Arnold. This portends a possible dispute on jurisdictional and litigation phases of the problem.

With the regulations still slated to become effective Nov. 15 and NBC and CBS poised for appeals to block their enforcement, Mr. Arnold, chief of the anti-trust division of the Department of Justice, has invited attorneys of all three major networks to a conference on Wednesday (Oct. 29), presumably to explore the litigation outlook.

FCC Chairman James Lawrence Fly, who forced through the new rules and who has counseled with the Department on purported monopoly tendencies of NBC and CBS, also may participate.

Not to Be Squeezed

Reports that NBC and CBS might be dissuaded from their announced intentions to appeal by virtue of intercession of the anti-trust division were quickly dispelled by the networks. Equity suits, seeking temporary injunctions, are in process of preparation, it was said, and will be filed as expeditiously as possible and probably not later than Nov. 1.

Mr. Arnold's action gave rise to considerable speculation, but does not occasion real surprise. The FCC had transmitted its voluminous report on the chain-monopoly proceedings, including the ponderous record amassed during the 1938-1939 hearings, to the Department early this year. Victor O. Waters, special assistant to the Attorney General in charge of radio-music activities, has been making a detailed study of the record, plus events which have transpired since, and it has been an open secret that the Department proposed to take steps once the Commission's action became final.

Meanwhile, despite emphatic reports to the contrary from FCC majority sources, the networks as well as other informed elements in the industry expected postponement of the Nov. 15 effective date of the regulations which, in the final analysis, now provide for only one drastic change—the so-called "optionless" time option rule. Whether this will come by virtue of temporary injunctions of the courts, or through Congressional intervention, is still problematical.

Chairman Fly, it is understood, advised NBC counsel last Wednesday that he was not inclined to postpone voluntarily the effective date of the regulations pending adjudication of the basic jurisdictional issue, but that he would put the question to the Commission. That, it is presumed, would not come until the networks had appealed and petitioned the statutory three-judge court in New York for a stay.

The Commission could, if it desired, interpose no objection to the temporary injunction, but Chairman Fly has indicated clearly he personally would not be disposed to act that way, despite statements he made to the Senate Interstate Commerce Committee on the White Resolution. It is reported, also, that Mr. Fly feels his purported commitments to the committee to grant such a stay were "misinterpreted" and that the committee understood his position applied only to licensed stations, rather than to networks, which are not licensed by the FCC.

It is expected the CBS representatives at the conference on Wednesday will be Edward Klauber, executive vice-president, and Judge John J. Burns, chief counsel; for NBC John T. Cahill, chief counsel in the monopoly proceedings, and Judge A. L. Ashby, vice-president and general counsel; for MBS, Louis G. Caldwell, chief counsel, and Fred Weber, general manager. In addition to Mr. Arnold, Mr. Waters and Holmes Baldridge, chief of the litigation section of the antitrust division, are expected to sit in.

The Arnold conference originally was called for Saturday, Oct. 25, but a postponement was granted by Mr. Arnold upon the plea of Judge Burns. Mr. Waters, acting on behalf of Mr. Arnold, it is reported, called NBC, CBS and MBS attorneys, inviting them to the discussion. The best information that could be gleaned was that the conversations would be "exploratory", since there is a fundamental question of jurisdiction involved in monopoly proceedings.

Industry observers, however, were inclined to regard this new phase as double trouble, particularly since recent precedent under Mr. Arnold's dynamic direction invariably has resulted in "consent decree" negotiations. This happened in the ASCAP-BMI matter, after suits had been filed.

The plight of individual stations

MBS 'White Paper' Lauds Net Rules

Commission Extolled as Other Nets and NAB Are Rebuked

UNQUALIFIED support of the revised chain-monopoly regulations of the FCC as beneficial "to the industry, the public and the advertiser" was expressed last week by MBS in a "Second White Paper" which the network said had been distributed to a list of 50,000 to stem "misrepresentations" attributed to the other networks and the NAB.

Besides endorsing the regulations and commending the FCC majority, MBS admonished all stations to refrain from any committments with other networks which bind them to "a course of action inconsistent with the regulations after Nov. 15." It pointed out that affiliate contract provisions which violate the revised regulations may make stations liable to punitive action by the FCC, and may possibly run counter to the anti-trust laws.

Not only did MBS go all-out for the new rules, but it also held that the Commission's jurisdiction and power to adopt them are clear and predicted its action "will be upheld in court". The 20-page pamphlet was signed by Fred Weber, MBS general manager, and approved by Alfred J. McCosker, chairman of the board (WOR); and W. E. Macfarlane, president (WGN-*Chicago Tribune*).

Praise for Fly

MBS found nothing whatever wrong with the rules, and praised FCC Chairman James Lawrence Fly and other Commission representatives for their "infinite patience" and "self-sacrificing readiness" to arrive at a workable solution during the conference of last summer. It pulled no punches in criticizing the positions taken by NBC, CBS and the NAB in opposition to the rules and to the FCC.

After analyzing the changes effected by the FCC majority in its supplemental report of Oct. 11 [BROADCASTING, Oct. 20], MBS said that following careful study, and after consultation with its counsel, it expresses "confident and unreserved belief that the revised regulations will not only have the harmful effects ascribed to them, but will benefit the radio industry, the public, and the advertiser".

It viewed with "amazement" the broadsides of criticism and condemnation which greeted the Oct. 11 order, citing the statements of the presidents of CBS, NBC and the NAB. While all of these "loose generalizations", save that of NAB President Neville Miller, had been discussed in the MBS first "White Paper", issued May 23, it said nevertheless that the matter is so important, and the danger that station licensees, the public and advertisers "will be misled by the widely publicized misrepresentations" was sufficiently great to warrant publication of the new analysis.

MBS contended the option-time provisions, though non-exclusive,

(*Continued on page 48*)

affiliated with particular networks, in the light of the regulations, has had industrywide reverberations. Until there is a postponement of the regulations, stations are faced with the necessity of revising their network contractual arrangements to conform with the rules. The rules apply differently in varying markets, depending upon the size of the station, the number of outlets available, and other factors.

Cream for the Powerful

Consequently, no hard-and-fast yardstick can be applied in all cases. Stations have found it expedient, it is reported, to decide upon individual courses of action, complying with the regulations as written, and taking maximum advantage of their separate positions and requirements.

The view still predominated, however, that under the regulations the cream of network business is destined to gravitate to the best station in a particular market, despite the "first call" privileges permitted under the rules.

The series of angry exchanges which erupted immediately following issuance of the revised regulations Oct. 11, between network heads, the NAB and FCC Chairman Fly died out last week. But MBS stepped into the breach with its "Second White Paper" horizontally supporting the regulations, heaping encomiums of praise upon the FCC majority and admonishing stations that the rules, in effect, must be regarded as in force.

MBS advised stations to move cautiously in their dealings with existing networks, lest they run counter to the regulations. MBS also expressed its confidence in a court victory by the FCC, should the networks appeal, and otherwise gave the regulations and the Commission a 100% bill of health [see story on page 7].

While there were no new developments in Congress, it was stated at the House Interstate & Foreign Commerce Committee that plans shortly will be announced for hearings on the Sanders FCC ripper bill (HR-5497) to reorganize the Commission and demark its functions, expected to begin about Jan. 15-Feb. 1. The full committee is expected to conduct the proceedings. There is possibility that Chairman Lea (D-Cal.) will inquire into the status of the FCC operations, perhaps looking toward postponement of the regulations pending the House inquiry.

Senate Inactive

At the Senate Interstate Commerce Committee, before which is pending both the White Bill (S-1806) to reorganize the FCC and his resolution to check the FCC pending writing of new legislation, there was no word whatever. Senator White (R-Me.) already has asked Chairman Wheeler to reopen consideration of his FCC crackdown resolution, but the Chairman has been out of town and nothing has been done.

The Senate Committee is expected to meet this week to consider the Western Union-Postal Telegraph merger legislation, and also possibly to report favorably on the nomination of Clifford J. Durr to become a member of the FCC [BROADCASTING, Oct. 20]. Should the committee be brought together, it is thought likely that Senator White, ranking minority member, will plead for action on his resolution in the light of these new developments.

How far Assistant Attorney General Arnold proposes to go in his conversations with the network representatives (and possibly Chairman Fly) is not indicated. It is understood Mr. Arnold has indicated that while the matter of possible proceedings against the networks has been before it, the Department has never had in mind any criminal prosecutions. Presumably, the Department finds itself in something of a quandary, particularly since there has been the hue and cry of "monopoly in radio". The Department, obviously, is entrusted with the prosecution of monopolies. The networks, throughout the two-year proceedings, have contended that if monopoly exists, it is the function of the antitrust division to act—not the FCC.

Chairman Fly, on the other hand, has consistently held, for the majority for which he speaks, that the FCC has jurisdiction and is empowered to ferret out monopoly or tendencies in that direction under the "public interest, convenience and necessity" clause of the Communications Act. Apparently, the Departments feels it would be open to allegations of having been dilatory if the monopoly contentions held.

A Legal Anachronism

Another anomalous situation develops, it is indicated, in the impending equity suits of the networks against the FCC. Actually, the suits would be brought against the Government of the United States, and it is up to the Attorney General to defend such actions. While he can delegate FCC counsel to handle the matter, that would be done in the name of the Attorney General. Thus, the Department, in this prospective proceeding, would be forced to defend the contention of the Commission that it has jurisdiction over purported radio monopolies.

If the Department should have in mind antitrust proceedings against the networks, because of "block booking" operations under the exclusive time option provisions or for other reasons, it would have to be brought on the basis of violation of the Sherman Act. That would be in fundamental controversy with the FCC contention, according to informed attorneys.

The Department has focused primary attention upon NBC and CBS maintenance of artists bureaus and recording-transcription operations. While it has taken no formal position, the inference has been that these operations have tended to suppress competition in these fields. The Commission majority also held the same view, but inferentially referred these matters to the Department of Justice. Since the hearings developed, CBS has disposed of its artists' bureau and has not engaged in an out-and-out commercial electrical transcription manufacturing business, though it is in the home recording field.

Merely Informal

NBC is in the process of negotiating sale of its artist's bureau or at least a full-scale divorcement, and in the transcription field has eliminated what it believed to be the primary source of complaint—refusal to permit lines of other transcription companies into its studios for recording purposes. What bearing these modified operations would have on the Department's view is another of the undetermined issues.

The only information that could be procured on the scope of the conference was that it was called as an "informal discussion" to ascertain the course the Department should pursue, if any. It was emphasized there is no immediate intention of seeking indictments and that the Department felt it had to protect itself against allegations in Congress or in other high places that it had been dilatory in failing to prosecute a monopoly. It was clearly inferred that Chairman Fly had asked the Department to intervene, and in some quarters it was thought this reported action may have been the basis for Mr. Fly's statement on Oct. 13 that he would be "surprised" if the networks appealed from the rules.

THEY'RE IN THE ARMY NOW, these ex-radio folk who converged on Camden, S. C., for the First Army maneuvers, now in progress. At left of microphone on table is Ed Kirby, chief of the Radio Branch of the Army, now on leave from his post as NAB public relations director. He is being interviewed by Wesley Wallace, WPTF, Raleigh, assigned to cover the maneuvers. The war games will continue through November, and WPTF is covering them, along with other stations, on a daily schedule. In this picture, made at First Army headquarters in Camden, are (l to r) Capt. Newton Jacobs, former freelance writer and radio artist who has worked with CBS; Corp. Robert Button, former assistant program manager, NBC-Blue; Mr. Kirby; WPTF Engineer Willard Dean; Mr. Wallace; Corp. J. Lester, former chief announcer, WTAG, Worcester; Private William Davidson and Sgt. Leon Leek, both formerly of NBC.

Sarnoff Repeats

DAVID SARNOFF, president of RCA, from his office in New York, officially opened by telephone-electric lines the new radio-phonograph department of the John Wanamaker department store in Philadelphia Oct. 24. It marked the second time Mr. Sarnoff has been called upon to handle opening honors for the store. He put the store's one-time radio station on the air as engineer of WOO, which marked Mr. Sarnoff's first entrance in the radio field.

Lime Cola on 78

LIME COLA Co., Montgomery, Ala., through Davis, Harrison & Simmonds, Los Angeles, with local bottler tie-ins, in late November starts a 13-week national campaign on approximately 78 stations. A quarter-hour transcribed musical program featuring *Texas Jim Lewis & His Lone Star Cowboys* will be utilized. Tie-ins will also be made with theaters during personal appearances of the aggregations. Musical group has been signed under a five-year contract by Lime Cola Co., with Don L. Davis, advertising director of the firm, setting the deal, and currently lining up station list.

Carter Coal on 15

CARTER COAL Co., New York (Olga Coal), on Oct. 19 started its fifth year of sponsorship of *Hermit's Cave*, weekly mystery series, on 18 stations. Originating at WJR, Detroit, the series is produced by The Mummers of *The Little Theatre of the Air*. Stations carrying the series are WBBM CFRB WBIG WCHV WFBM WGAR WING WJEJ WJR WJSV WKRC WLBC WLVA WOOD WPTF WRVA WSJS WTAR. Ralph H. Jones Co., Cincinnati, handles the account.

Key Priority Figures to Meet Oct. 29

Practical Formula for Communications Is Sought

MOVING toward a practical formula for allocation and priority ratings of strategic materials for the radio and communications industries, the Defense Communication Board's newly-organized Priorities Liaison Committee has scheduled an Oct. 29 meeting with industry "priorities representatives".

Following the group's Oct. 20 meeting, strong possibility was seen that the Priorities Committee, after DCB approval of the plan, may bring before the Supply Priorities & Allocations Board its recommendations on policies for allocations and priorities for communications.

Policy Needed

If these views receive SPAB sanction, that agency—top Government unit in determining priority questions—probably will promulgate a policy of priority determination under which the communications industry can operate, it was foreseen.

Although no machinery or definite program has been evolved concerning the role of the DCB Priorities Committee in the policy-making picture, it is considered possible that SPAB might direct DCB and the Priorities Committee to make a broad study and report on the materials requirements for the entire communications industry. To facilitate these considerations OPM has been invited to place a liaison representative on the Priorities Committee. He probably will sit in on the Oct. 29 meeting.

Until this move is made, it was understood, the question whether the communications industry's priority matters would be handled by the DCB Priorities Committee of a special section in OPM is to be held in abeyance. Meantime, it was indicated, the communications industry should continue to utilize the established priority machinery of OPM.

Another development came with announcement of OPM's establishment of an industry advisory committee for the radio manufacturing industry, which is schedule to hold its first meeting Oct. 30. Through Radio Manufacturers Assn., OPM has invited representatives of every branch of the radio manufacturing industry to sit on the committee. Since the DCB body is interested only in the operating end of communications, it was thought the new OPM industry advisory committee would interfere in no way with any plans of the DCB Priorities Committee.

The Oct. 30 meeting, and organization of the industry committee, with members to be nominated at that time, is being arranged by Sidney J. Weinberg, chief of the OPM Bureau of Clearance of Defense Industry Advisory Committees. Acting as chairman of the committee will be Jesse L. Maury, chief of the Electrical Products & Consumers' Durable Goods Branch of the OPM commodity section.

A meeting of the RMA priorities commitee also is to be held in Washington on Oct. 29, before the OPM industry meeting. The RMA committee is to continue to function on immediate industry problems and as liaison with the OPM group.

One development of the Oct. 20 DCB committee was the feeling that a single overall blanket statement on the needs for equipment and plant and repair parts for communications systems for several months should be evolved, it was understood. It was indicated this formula for a reasonable and logical forecast of the requirements of a communications system is being considered favorably as a practical time-saving method for priority handling.

Blanket Forecast

Under the plan the DCB Priorities Committee would review this blanket forecast and then transmit recommendations, tantamount to a final determination, to OPM, which would actually grant the priority rating for the communications company. This is the program tentatively under consideration if the DCB committee is to play the major role in communications priorities, it is thought.

However, small companies and individual broadcast stations would follow the usual procedure of filing applications for individual project ratings, it was indicated. Because broadcasting accounts for the bulk of FCC activity, it has been felt this presented a possible danger since that field might be given undue weight in any grouping of the entire communications industry under the DCB committee.

When top-ranking DCB officials met Oct. 22 with OPM Priorities Director Donald M. Nelson and his aides to discuss the communications industry situation, he showed interest in determining a practical method for handling the priority requirements of the communications industry, it was learned authoritatively. Mr. Nelson, who also is executive director of SPAB, indicated that he wants to evolve a solution to the communications industry situation as soon as possible, it was said, and he expressed confidence in the ability of DCB to study the problem.

At the Oct. 20 meeting of the industry representatives with the DCB Priorities Committee, each industry committee gave an exposition of the priority problems of his particular service. It was unanimously held by industry representatives that the expanded maintenance and repair Order P-22 [BROADCASTING, Oct. 20], authorizing an A-10 rating to all industries, made that classification practically worthless for the communications industry.

Another development on the priorities front came Oct. 21 with announcement by OPM of a drastic copper conservation order which closely restricted the use of copper in more than 100 "non-essential" consumer items, including home radio receivers, from now until Jan. 1 and banned its use completely during the coming year. The move was regarded as a definite step in the direction of industry allocations rather than the present priorities policy, set up on a project basis. Director Nelson has indicated on several occasions that he feels an allocations system, in which OPM would work from the supply source rather than its present restrictions on purchasing of materials, would be more practical.

Treasury Studies Radio Levy On Instructions by Congress

THE Treasury Department definitely is at work on a study of franchise tax possibilities for the radio and communications industries, it was learned by BROADCASTING last Friday.

Although there is no set "time schedule" for the Treasury report on its studies, they are under way in pursuance of instructions from Congress. This was revealed along with denial of a reported meeting between John L. Sullivan, Assistant Secretary of the Treasury, and FCC Chairman James Lawrence Fly for a discussion of the radio franchise tax proposition.

Franchise Tax, Perhaps

Just what form Treasury tax recommendations along this line might take remains a mystery, although one report is that a flat franchise levy may be suggested which may gross as much as $5,000,000 from the radio and communications industries. On the other hand, another report indicates that the Treasury Department has been convinced any form of tax that might be regarded as "punitive" should be avoided. Such a tax had been advocated in some Congressional quarters on grounds that broadcasters were being presented a "valuable Federal franchise" at no cost to them except whatever taxes they might pay under general tax schedules.

The FCC during the last several weeks has passed over a proposal for assessment of franchise taxes on a cost-of-regulation basis, as espoused by Chairman Fly Aug. 18 at an appearance before the Senate Finance Committee during consideration of the 1941 Revenue Act, from which finally was deleted a controversial provision for a 5-15% Federal tax on radio's net time sales of $100,000 and more annually.

A comprehensive legislative proposal under which an excise tax based on gross receipts would be imposed on all branches of the communications industry, including broadcasting, to defray the cost of administering the Communications Act, was drafted several months ago by the FCC rules committee. Designed to raise approximately $2,150,000 to cover FCC overhead, the proposal has been considered by the Commission intermittenly during the last several months, but no action has been taken.

Under the FCC proposal the broadcasting industry would be called upon to contribute approximately $1,000,000, with telephone and telegraph and cable companies contributing the other half [BROADCASTING, Aug. 25]. Insofar as broadcasting is concerned, the tax would be in the nature of a gross levy, with only a $25,000 deduction, striking all stations with revenue in excess of that minimum, whether or not they earn profits. FCC figures indicate that some 300 stations operate in the red, and it is presumed most of these would be hit by the proposed levy.

May Act in November

Assistant Secretary Sullivan, apart from denying his reported meeting with Chairman Fly, indicated last Friday that the Treasury Department study definitely had been under way for some time, and that it was being undertaken in compliance with instructions from Congress. At the time the proposed 5-15% radio tax was stricken from the Revenue Act, House and Senate leaders revealed that such a study had been ordered, and that action on a radio tax might follow when Congress considered legislation effecting administrative changes in the Revenut Code. It is thought this legislation may come before Congress during November.

Several members of the FCC, it is understood, hold that the Commission should not take upon itself the responsibility of developing and advancing to Congress any comprehensive tax plan for the radio and communications industries. Rather, they feel, the FCC should assemble its views on the matter, along with whatever suggestions it may have, and make them available in the event Congress or the Treasury Department or the Joint Committee on International Revenue Taxation asks for them.

Networks See Early Approval Of New ASCAP Music Pact

Over 80% of CBS Stations, 90% of NBC, Are Said To Have Agreed; Changes Dispel Opposition

WITH REPORTS of "better than 80% of affiliates" having already ratified the CBS proposed contracts with ASCAP and nearly 90% ratification by NBC stations, network spokesmen expressed the opinion last Friday that completion of the task of securing approval from the few remaining stations was just a matter of time and that the contracts would probably be signed within a couple of weeks.

Edward Klauber, executive vice-president of CBS, and Mark Woods, NBC vice-president and treasurer, appeared before the ASCAP board Thursday and while no details of the session were divulged, it is believed they gave the board assurance the contracts will definitely be signed and ASCAP music returned to the networks.

Meanwhile, both networks admit they are doing everything possible to get their affiliates 100% agreed to rebate 2¾% of their revenue from network commercials to the networks and so enable consumption of the deal.

Bargaining Weapon

ASCAP's acquiescence to the demands for modifications in the contracts made by various station groups [BROADCASTING, Oct. 20] has put a virtual end to organized opposition of ratifying the network contracts, leading to the presumption that broadcasters who have not yet given their approval are using the networks' desire to get these approvals as a bargaining weapon in their negotiations with the networks over other matters which have no connection with the ASCAP contracts. Every confidence was expressed at network headquarters, however, that unanimous station approval would be forthcoming within the near future.

It is understood the readiness with which ASCAP agreed to modify the logging provisions in its station contracts as requested by Independent Broadcasters Inc. [BROADCASTING, Oct. 20] was to some extent due to advice received from the Department of Justice that the requirements of the original contracts, while perhaps conforming technically with the consent decree, might have proved onerous in actual practice. This could not be confirmed, however, ASCAP stating merely that it had submitted the contracts to the Department of Justice and that any further comment would have to come from the Department.

Among the details still to be worked out is the matter of applying clearance-at-the-source to commercial transcriptions. It is expected the copyright committee of IBI will meet with representatives of ASCAP and of the transcription industry for a general discussion of the problem, but no such meeting has yet been called.

In discussing this with BROADCASTING, John G. Paine, ASCAP general manager, emphasized the point that his organization was concerned solely with performing rights and that the question of recording rights, which are handled for the copyright owners by Music Publishers Protective Assn., is one in which ASCAP will not become involved. The question has frequently been raised if the fees exacted by MPPA for commercial use of transcriptions of its music on stations who have paid ASCAP for the right to perform that music did not constitute double payment for the same thing.

Per Program Study

ASCAP's radio committee is now working on preparation of a per program network license, at the request of John Shepard 3d, president of Yankee Network, who conferred with the committee last week. Since the national networks expressed no interest in obtaining the rights to use ASCAP music on anything but a blanket basis, no such license has previously been drafted, Mr. Paine said, adding that ASCAP was going ahead with the task, however, so that Mr. Shepard could see how it would compare with the network blanket license before deciding which form of agreement he preferred for his Yankee and Colonial networks.

At its Thursday meeting the ASCAP board again agreed to give all broadcasters blanket permission to use any ASCAP music in connection with football broadcasts during the subsequent (last) weekend. With the network contracts so near to the signing stage it is expected the board will continue such permission at least until these contracts are concluded, with possible further extensions for individual stations who are negotiating for individual ASCAP license.

DULY VESTED with the title of Nawa Kara-Rah (Chief Flying Talk), Neville Miller, NAB president, received the Otoe Indian honor at Tulsa Oct. 17 during the Convention of the 10th District, Advertising Federation of America. Watching in center is William B. Way, vice-president and general manager of KVOO, sponsor of Mr. Miller. Chief Sunatora (right) made the presentation.

Network Rebate of 2¾% Is Accepted By Ed Craney in Letter Sent Trammell

ACCEPTANCE by KGIR, Butte, Mont., of the 2¾% network rebate provision on ASCAP payments was announced last week by Ed Craney, general manager of the station and one of the most ardent opponents of the rebate plan.

In a letter to Niles Trammell, NBC president, Mr. Craney said that to express his faith in a material way "in your honesty and integrity, I am herewith giving you authority, in order to help you pay your copyright license fee to ASCAP, to deduct 2¾% from the actual amount of money which is due me each month for the sale of my station time."

Not a Precedent

Mr. Craney heretofore has opposed the rebate principle on several grounds, contending, among other things, that it would set a precedent for other percentage rebates to networks. He advised Mr. Trammell the ASCAP payment "in no way is to be constructed as including any deduction for any other sums such as for free hours. Further, this is not to be considered a precedent to be followed in the payment of any charges which may be made against NBC from time to time on copyright or for any other purpose."

Mr. Trammell ten days earlier had wired Mr. Craney that he resented his "implication of dishonesty and attempt to becloud the issue on the part of NBC and me in relation to the entire industry." The telegram was in reply to one sent by Mr. Craney to the NBC president, opposing the rebate formula and the blanket license pact. [BROADCASTING, Oct. 13].

Mr. Trammell wired Mr. Craney Oct. 8 that the clearance at the source arrangement in his judgment was an equitable deal "which results in great savings to affiliated stations and materially increases music costs to NBC." He said NBC only asked that out of the savings so obtained for the stations by clearance at the source, the stations should bear a "small part of our increased cost of music which was not contemplated at the time rates payable by us for your stations were established under our affiliation agreement." He sug-

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Directors of BMI Discuss Licensing

New Contracts May Run Until 1949, Under Proposal

FUTURE licensing plans of BMI furnished the main topic of discussion at a board of directors meeting held in New York Oct. 21, according to Sydney M. Kaye, executive vice-president of the radio music organization, who said new licenses will be issued in March and that before then BMI must decide what form these licenses shall take and how long they shall run.

Mr. Kaye declined to reveal details but it is understood longer licenses than the present one-year forms are under consideration, possibly to run until Dec. 31, 1949, terminating coincidentally with the new ASCAP licenses.

Network Support

Representatives of the networks are reported to have reiterated their promises to support BMI for as long a time as the majority of the industry desires. It was also learned that a committee was appointed to work out details of the new contracts for presentation to the board at its next meeting, scheduled for Nov. 14. Names of the committee members were not divulged.

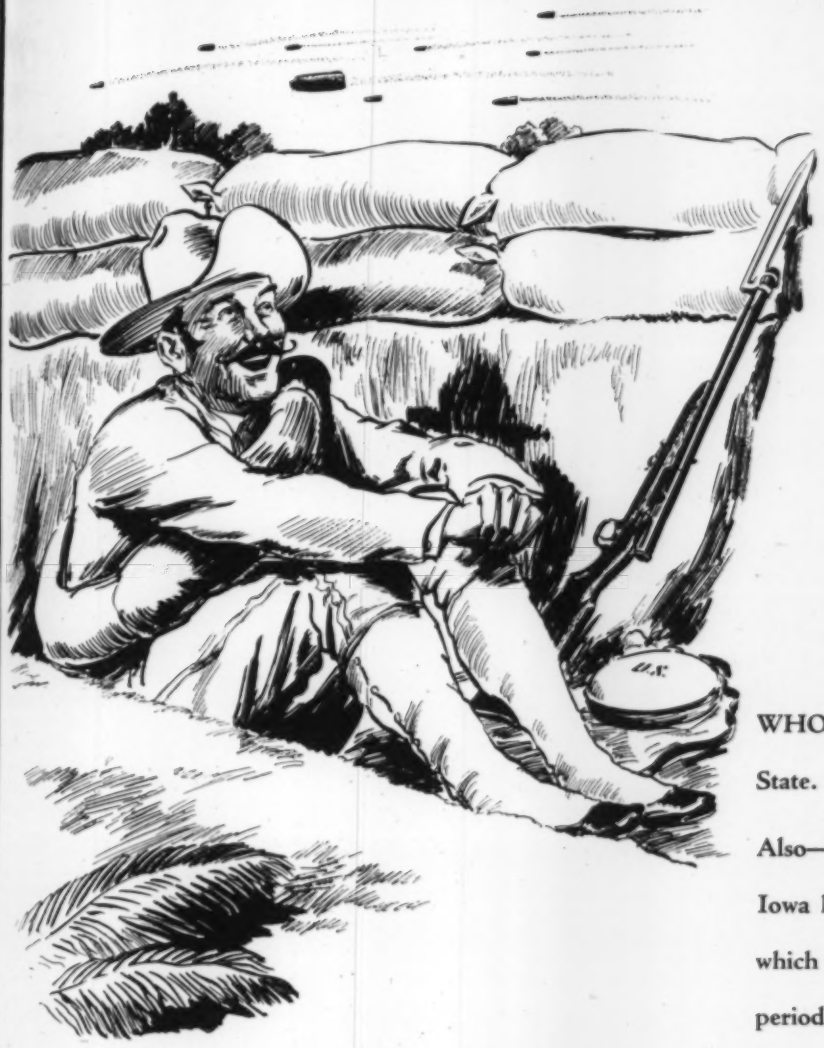
Otherwise, the meeting of the board and the stockholders' meeting which preceded it were "strictly routine", according to Mr. Kaye. The stockholders reelected the entire BMI board and ratified its actions; the board then reelected BMI's officers for another year.

BMI board members are: Neville Miller, NAB; Walter J. Damm, WTMJ; John Elmer, WCBM; Edward Klauber, CBS; Niles Trammell, NBC; Paul Morency, WTIC; John Shepard 3d, Yankee Network. Officers are: Mr. Miller, president; Mr. Kaye, executive vice-president; Merritt E. Tompkins, vice-president and general manager; Charles E. Lawrence, treasurer; Julius P. Witmark Jr., assistant secretary.

Meeting was attended by the full board, with Messrs. Kaye and Tompkins; Carl Haverlin, BMI director of station relations; Mark Woods, NBC vice-president and treasurer, and Mefford Runyon, CBS vice-president, also present.

Berle's BMI Song

BMI has signed contracts with Milton Berle, Bert Pellish and Laird Cregar for the publication of their song "Would It Make Any Difference to You", with printed copies to be distributed in two weeks. Berle and Pellish, ASCAP members, are granting non-exclusive performing licenses to stations and have notified ASCAP of their attention.



"THEM GUYS SURE DO WASTE POWDER!"

● Pardon the corny analogy, gents, but there's quite a good parallel for advertisers here. Filling the air with radio messages really isn't the way to get results. You've got to HIT your prospect.

Out here in Iowa, there are sixteen commercial radio stations on which you can buy time. Most of them do a swell job, no doubt, in their own home towns. But there's only *ONE* of them—WHO—that's "heard regularly" all over the State.

Also—in a State-wide survey, thousands of typical Iowa listeners were asked to name the stations to which they had actually listened by quarter-hour periods. Answer: *46.4% of all daytime listening by all radio families in Iowa is to WHO*—only 8.2% with WHO's *next* "competitor"!

Yes, that sounds almost too good to be true. But the proof of the pudding is in the results that advertisers get from radio in Iowa. We'd like to give you some facts. Drop us a line—or just ask Free & Peters.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Television--A Practical Advertising Tool

Nothing's Wrong Money Won't Cure

TELEVISION today is "beyond comparison" with other current advertising media for effective presentation of an advertising message, according to Norman D. Waters, president of Norman D. Waters & Associates, New York advertising agency.

Mr. Waters

"I have no patience with people who say 'Television will be great when we can have color,' or 'Television will be wonderful when the pictures are larger,' or 'we'll put advertising on television as soon as there are enough sets out to make it worth while'," he told BROADCASTING.

They've Got to Learn

"Television is a practical advertising tool right now," he declared, "but like any other tool it will do a good job only if it's properly used. The chief trouble with television today is that there are too few advertising people who know how to use it, and too many who are afraid to learn by experimenting for fear of risking their prestige in the event that the shows are poor.

"Take our own case," he continued. "In the 15 years this agency has been in business we've used all available media for our clients, including some radio, although not very much of that, as in the fashion field illustration is generally an essential part of the advertisement. As television developed we believed it held great possibilities for advertising our clients' merchandise, and as soon as commercial television became a reality last July we set out to make use of it.

"After months of study and talking to television executives at the broadcasting companies we believed we had a formula for presenting fashions via this new medium, and we convinced two New York department stores, Bloomingdale Bros. and Abraham & Strauss, to give it a trial. So, on Sept. 18, at 5 p.m., *Fashion Discoveries of Television* made its debut on WNBT, NBC's television station in New York, the first in the country and the only one in the city now operating commercially.

"Our idea was to get away from the formal fashion showing, with manikins displaying garments in the traditional manner that has become as set and stylized in fashion shows as the steps and positions in classical ballet dancing. Instead of a parade of girls and gowns before the camera, we planned a program which, we hoped, would be entertaining, and at the same time effectively present merchandise by showing it in its proper background and in action.

A Bit of Plot

"Our first program, *Five O'Clock Party*, was supposedly set in a Park Ave. apartment, where the hostess' birthday provided an excuse for a new wardrobe which her guests modeled informally. A slight plot held the half-hour together and allowed for dancers and musicians to provide interludes in the style show. The second program, *Football Fashions*, featured campus clothes and the third, *Career Girl*, presented a complete wardrobe for the big city business girl.

"In presenting this series," Mr. Waters continued, "we were frankly experimenting, feeling our way in an uncharted field with no precedents to guide us. While ours were not the first sponsored programs on television, our predecessors had presented sight-and-sound versions of their radio programs, had sponsored sporting events and the like, so with our series we lay claim to be the first commercial programs especially designed for television.

"In a way we were tackling at the outset the most difficult type of commercial program, for despite the sugar coating of entertainment —which, incidentally, was good enough to give our programs audience acceptance comparable to that of the most popular sustaining programs—our show was essentially a half-hour straight commercial. That is, our goal was to display merchandise and to present its good points to our audience, and that's what we did, with a fashion commentator describing each garment and giving its price while it was being shown.

"As I told the audience at the end of our third program," Mr. Waters said, "we are convinced that our basic formula is right, judging by the enthusiasm these programs engendered, but we must stop for a breathing spell so we can have time to recapitulate our experiences, before we continue our regular program series, which will come a little later on."

Mr. Waters continued, "This pause does not mean that we are going to stop for any length of time, or to wait for any television improvement. We are more convinced than ever that television today, just as it is, is the greatest means of advertising that our industry has ever had at its disposal. The immediate need for improvement is not in the medium itself, although of course many technical improvements will be made as time marches on, but rather in the creation of ideas and development of technique by those in the advertising field whose function is to study ways and means of making the use of all media more effective to advertisers.

It Brings Prestige

"What does television offer the advertiser today? First it gives prestige—merchandisable prestige. To be among the first television advertisers is a sign of distinction, just as it was for the first users of radio. And distinction, in the fashion field at least, is a very valuable asset for any firm or product. Botany Mills, for example—and the company is not one of our clients, by the way—used national trade paper space to advertise that it was first in television in its field.

"Next, television today offers publicity to its users, and publicity is also valuable. When a department store spends hundreds of dollars to put on a fashion show in its store, that expense is justified not only by the small group of women attending the show, but by the newspaper reviews which carry the story of the store's new styles to hundreds of thousands of women throughout the store's service area. Television today also brings publicity; our first telecast was reviewed widely by the press.

"Third, and I put it third advisedly, is the audience itself. Exactly how large the television audience is right now is estimated to be about 35,000 to 40,000 televiewers in the New York metropolitan area. That figure is based on some 4,500 home receivers, with an average audience of about five persons each, and some 600 sets in restaurants and bars, with about 25 viewers apiece. In the case of outstanding programs, such as championship sports events, the actual audience is greatly expanded. One restaurant sent NBC signatures of 193 persons who satisfactorily witnessed a recent televised prize fight on the small screen receiver in the establishment.

Eyes and Nine

"Accepting, however, 40,000 as the potential for the average commercial telecast, we must remember two facts: First, what the advertiser gets from his advertising expenditure depends not only on his potential audience but on the effectiveness of his advertising on that audience.

"Second, psychologists tell us that our eyes bring us nine times as much information and knowledge as that gleaned by our ears and other senses, so that in comparing television, which offers a combination of sight and sound, with radio circulation we should multiply our video audience by at least nine to get a fair comparison of the effectiveness and sales impact for an advertiser. A more than nine-to-one ratio was further proven by a survey, which found that facts about a product were remembered by between ten and eleven times as many persons who got them from television as by those who heard or read all other forms of advertising combined.

"Furthermore, we must consider the fact that while the listener may give only partial attention to a radio program, if a television program is on, it receives full attention of everyone in the room. Lights are turned down, seats are arranged to make the set the center of attention, and if anyone turns away it is because he does not like what is being presented, and not because of some distraction.

"Television's chief attractions, however, are its immediacy and its spontaneity, which gives the audience the feeling of being in on what is happening as it occurs, with no editing or alteration. For that reason I am convinced that television should strive for an informal attitude, and not cold, studied perfection.

"To inject those qualities of immediacy and spontaneity into commercial programs in a natural way presents a challenge to the advertising profession.

PRESS-RADIO FOLK of the San Francisco area got together with a few of them participating in a special roundtable broadcast on KFRC, San Francisco. Four of the roundtablers include (l to r, seated) Justus Craemer, co-publisher of the *Orange* (Cal.) *News*, director of the California Press Assn.; E. R. Lovett, general manager of Peninsula Newspapers; Dr. Robert W. Desmond, head of the California U journalism department; Dr. Chilton R. Bush, head of the Stanford U journalism department. Standing behind the conference table are (l to r) Marie Houlahan, CBS Northern California press chief, who arranged the broadcast; J. Clarence Myers KYA, publicity director; Milton Samuel, KGO-KPO press head; Bob Hall, feature writer of the *San Francisco Call-Bulletin;* Howard Culver, KFRC announcer; Pat Kelly of KFRC.

RUN Your Brand

On the Fertile Panhandle-Plains

Good short-grass pastures, fine row crops, countless herds of sleek Herefords, cattle prices high and going higher! That's one view of the prosperity picture of the rich Plains market. Other angles are: wheat to feed the nation in an era of national defense—vast oil reserves for the wheels of industry.

Amarillo is the distributing center and undisputed capital of this great empire. KGNC, the area's NBC Red outlet, is its radio station.

Here's good grazing for aggressive national advertisers . . . an opportunity to establish brands in an up-and-coming, year-around market.

Get the attractive combination rate on these four close-knit stations.

KGNC

AMARILLO, TEXAS
NBC—LONE STAR CHAIN
5000 WATTS DAY—1000 WATTS NIGHT

One of The Taylor-Howe-Snowden Group

KGNC AMARILLO KFYO LUBBOCK KTSA SAN ANTONIO KRGV WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX Dls 297

Dies Letter Lists Employes of FCC

High Attorney Named Among Alleged Communists

TWO unidentified employes of the FCC were among the 1,124 Federal Government workers listed last week by the Dies Committee as members of subversive organizations or as advocating overthrow of the Government, in a letter sent to Attorney General Francis Drexel Biddle.

The letter was sent the Attorney General by Chairman Dies, in reply to a request for any information the committee might have in connection with Government employes connected with subversive groups.

A High Attorney

While no names were made public by the committee and the Justice Department stated that no publicity will be given the results of its investigation into the committee charges, it was learned that one of those named in the FCC is a highly placed attorney. No information was available as to the identity of the other employe.

Attaches of the Dies Committee pointed out, however, that it has the names of other FCC employes in its records linking them with at least two purported Communist-front organizations in Washington. It is known that one of these, holding a high legal position, is friendly with and frequents the office of an organization which committee attaches term "out and out Communists and they'll admit it".

It was considered highly significant that one of those FCC employes listed by the Dies Committee is identified with the FCC newspaper investigation.

Publication of a report of the committee on the activities of the Washington Bookshop, which the committee will either brand as a Communist front organization or an out-and-out Communist organization in the very near future, is expected to name the other FCC employes. The committee has completed its investigation into the organization and only final approval of the full committee is needed before the report is made public. At the time of the investigation a membership list was seized and names of all Government employes found on the list were placed in the committee's files.

The Department of Justice has been alloted $100,000 by Congress to investigate employes believed guilty of belonging to subversive groups or those advocating the overthrow of the Government. When the investigation of the two FCC employes is completed, the findings will be turned over to FCC Chairman James Lawrence Fly.

Food-Drug Primer

A BOOKLET titled "Procedure For Handling Food and Drug Radio Continuity" has been issued by the station relations division of the Canadian Broadcasting Corp. at Toronto, and is being distributed to all food and drug advertisers, advertising agencies and Canadian broadcasting stations. The seven-page booklet gives the latest data on how to meet the CBC Regulation 12, dealing with food and drug radio advertising continuity.

THRICE-WEEKLY the microphone of WREN, Lawrence, goes to Brick's, favorite campus coke-joint of Kansas U, where Jayhawkers answer queries posed by John Bondeson (at mike). Each student, in addition to participating in the quiz, identifies himself on the air, providing a thrill for the home folks. A correct answer to the prize question brings cancellation of the contestant's bill at Brick's. Gathered around the booth are student customers who shout correct answers if the contestant misses.

RECORD IN HOLIDAY TRADE IS FORECAST

HOLIDAY trade will be greater than last year and almost certainly larger than the record Christmas of 1929, according to a survey published last week by the *Wall Street Journal*. Retailers, the survey says, expect to do 20% more business—on a dollar volume—than they did in 1940 and many will be surprised if it doesn't go above this figure.

It was predicted that prices will be on the average 15% higher than they were last year but this factor is not expected to affect sales. The New York Federal Reserve Bank's report on department store inventories at the end of September showed a 30% increase over last year and stocks on hand in individual stores were 35% higher on the average throughout the New York district.

Inventories of items which fall into the gift category are equal to almost any demand, the survey said. Naturally, retailers expect most holiday gift demands to be centered on a relatively few items. As a result they have built up record inventories of men's furnishings and it is estimated that 35% of the whole year's business in this department will be done during December. In demand, too, will be toilet goods, of which it is estimated 10% of the sales will be $1 toilet waters.

Teletype Probe Jan. 12

THE FCC investigation into "unlawfulness" of rates, charges, classifications, regulations and practices of the AT&T interstate and foreign press-private line teletypewriter service will open in Washington Jan. 12, it was announced last week. The investigation, ordered by the Commission on its own motion [BROADCASTINNG, Oct. 20] grew out of a complaint filed by Transradio Press.

ADRIENNE AMES, screen actress, has joined WHN, New York, as moving picture commentator to handle the thrice-weekly *Fan Magazine of the Air* program of film gossip.

Not Wanted

NEW WAY of finding a sponsor for a show turned up last week when Joe Bolton, m.c. of the *Go Get It* program on WOR, New York, received a phone call from a marriage broker who had appeared on the program the week before after a contestant had persuaded him to face the mike. "As a result of my appearance on your program," he told Bolton, "I received a couple of dozen inquiries from people interested in using my services. Tell me, how much would it cost for me to sponsor *Go Get It?*" Bolton politely told the broker he didn't think the program would be open to that kind of sponsorship, and the broker then pleaded "Couldn't I at least buy some spot announcements on the program?"

Marine Survey by J-W-T

U. S. MARINE CORPS has appointed J. Walter Thompson Co., New York, to make a sampling survey throughout the country of the best methods of increasing enlistments in the Marines. The study will probably be completed in mid-November and will include radio, newspapers, bill-boards and carcards. George Vanderhoff, former radio director of the Federal Housing Administration in Washington, has been commissioned a major in the Marine Corps and has been assigned to the public relations branch in Washington, paying special attention to radio.

Carson In Films

JACK CARSON, Hollywood m.c. of the weekly *NBC Signal Carnival*, sponsored by Signal Oil Co., has been signed for a leading role in Warner Bros. film, "Arsenic & Old Lace", now in production. Barbara Jo Allen, comedienne portraying Vera Vague on that program; will co-star in the Paramount film "The Wizard of Arkansas".

CENSORS STRICTER, FLANNERY CLAIMS

NAZI censorship over broadcasts from Germany is becoming more and more strict, Harry Flannery, recently returned CBS correspondent from Berlin, told a group of New York radio and newspaper men at a luncheon given in his honor by CBS last Wednesday.

All expressions of opinion are ruthlessly cut out of any script, he said, and an attempt is being made to have the radio make only direct statements, the censors balking at quotations even from the German high command. The word "claimed," in such sentences as "The German high command claimed that seven British planes were shot down over Berlin last night," has been entirely eliminated from the correspondents' vocabularies, he said.

Where William Shirer, whom he succeeded in Berlin, was able to get his ideas across to America through the use of slang and of voice inflections, this is no longer possible, Mr. Flannery stated, explaining that his censors included a former New York banker and an ex-professor from the U of Chicago, both of whom were thoroughly conversant with American slang and intonations. Furthermore, broadcasts to America are now recorded for future reference, he added.

Asked about conditions outside Berlin, in German - occupied Europe, he said there is little difference, as the censors went along with him wherever he traveled. In response to another question he stated the Berlin station had not been bombed, although there had been some hits near by. Formerly a prominent lankmark, located on the East-West axis and near a lake, the site has been wonderfully camouflaged, he said. The lake has been covered to look like land and the axis studded with steel poles covered with netting, with leaves and artificial tree-tops set on the netting to simulate a forest and so confuse hostile aviators.

Richardson Named

ROBERT J. RICHARDSON Jr., formerly special sales representative of KWK, St. Louis, has been appointed sales service manager of the station, according to Robert T. Convey, president of Thomas Patrick Inc. In his new capacity Mr. Richardson will handle the station's cooperative activities with national, spot and local accounts. Mr. Richardson joined KWK in 1934, having been educated in St. Louis at The Principia and Washington U. Lloyd C. Smith, formerly of the national and local sales department of WISN, Milwaukee, has also joined the staff of KWK and will work with Mr. Richardson.

Mr. Richardson

PHILCO Corp., Philadelphia, is conducting training schools for servicemen in all large cities to train them in servicing the new 1942 line. FM is one of the topics discussed, along with FM aerial systems.

This might be your show... Large or small, your job is a mighty *important* job to the National Broadcasting Company Radio-Recording staff, at every stage of its progress! Experienced men select talent, stage careful rehearsals, make sure everything is letter-perfect before engraving the master record.

This might be your problem . . . The NBC Radio-Recording staff will start at the very beginning, if need be—analyze the audience to be reached, the type of program needed, make recommendations . . . and then write, cast, direct and record the entire program!

NBC Orthacoustic recording seals "live-talent" flavor into your transcriptions. This battery of record-cutters is only a part of the precision equipment used by NBC Radio-Recording Division . . . and operated by top-notch engineers, technicians and recording specialists.

47 SHOWMEN WANT TO WORK FOR YOU!

Here is your staff... your facilities When NBC prepares your recorded programs!

Imagine the kind of radio shows you could turn out with a 47-man staff of experts working with you . . . and *for* you!

That's exactly what you get when you turn your problem over to NBC Radio-Recording—whether you want a series of simple announcements, a musical program, or a full-length script show. For the 47 NBC Radio-Recording men are on *our* payroll . . . but they're here to work for *you!* Engineer or writer, technician or producer or director, each of the 47 is a *showman* first and last, his work contributing towards a single, invariable result: outstanding *excellence* in the final disc!

But that's not all: for this staff is backed by the unsurpassed *facilities* of NBC; costly precision equipment, access to the finest talent in the country—even an organization to process, manufacture and distribute your pressings.

Expensive—? Not a bit. You'll be amazed at how economical this service really is. May we tell you the *whole* story, soon?

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

The final "package" represents hours of thoughtful, skillful work by dozens of specialized hands and brains . . . the type of show that *only* NBC could produce. Yet the cost is amazingly low!

Newspaper-Radio Group Plans Case

FCC Hearing Recessed Until Nov. 13 for Further Data

WITH the FCC's expansive case against newspaper ownership and operation of broadcast facilities nearing completion, the FCC last Thursday recessed the newspaper-ownership inquiry until Nov. 13. Announcement of the three-week recess came after the Commission had heard final witnesses in the press association and "academic" phases of the proceeding.

According to the indicated schedule, the FCC will hold the stand for several days when sessions resume, introducing new statistical and documentary exhibits, along with corrections on exhibits previously included in the record, some of which drew immediate opposition of industry counsel because of apparent inaccuracies. Upon completion of this process, which it is thought may last several days, the Newspaper-Radio Committee itself will present a group of statistical analyses.

Hettinger to Testify

The Committee, which has not yet revealed its complete plans, will present Dr. Herman S. Hettinger, well-known radio economist and associate professor of economics at the Wharton School of Finance, U of Pennsylvania, and Paul F. Lazarsfeld, Columbia U professor and former head of the Princeton Radio Research Project, as industry witnesses to go into the statistical matter to be offered.

It is known also that the Committee plans to present an affirmative case later in the proceedings, featuring appearances by journalism school heads and others identified with the modern journalism field.

At the Thursday session the Commission, sitting en banc, heard the concluding testimony of Herbert S. Moore, founder and president of Transradio Press Service, who had been recalled for cross-examination by Louis G. Caldwell, counsel for WGN, Chicago, and Irving Brant, veteran newspaper editorialist of the *St. Louis Star-Times* and author of several books popularly regarded as mirroring liberal thought in economics and constitutional law.

Questioned by Mr. Caldwell on his testimony of the preceding week, Mr. Moore further described the operations of Transradio and Radio News Assn. in connection with Press Wireless Inc. Press Wireless, which he indicated was operated by a group of seven newspapers to provide themselves with additional communications service beyond regular commercial communications facilities, has been an important link in the development of Transradio service, Mr. Moore declared, adding that without this facility Transradio probably could not have developed as it has.

Under questioning by Counsel Caldwell, he indicated that Press Wireless was instrumental in 1934 and 1935 in securing a broader interpretation of the term "public press", to include radio broadcasts of news, in Federal regulations. He described Press Wireless' multi-directional transmission service as "one of the outstanding developments of news transmission".

Various Services

Mr. Moore stated also, under questioning, that one reason behind formation of Radio News Assn. was to supply "a news service" to other stations in a city where Transradio was bound by an exclusive agreement with another client. The basic service of Transradio, which may aggregate 50,000 words of news daily, is furnished via wirelines, he explained, while RNA operates entirely as a wireless service furnishing about 6,000 words daily. Transradio service also is available via wireless, he commented, although this service amounts to only about 4,000 words a day. In some cases a client will take both RNA and the wireless Transradio service if either of them alone are not sufficient for his needs.

Questioned closely on Transradio's foreign coverage, Mr. Moore indicated the agency has had no representative in European centers like Berlin or Paris since the war started in 1939. However, he continued, Transradio has had access to all the news sources of Reuter's, British news service, which have included Havas (French) and Tass (Soviet), along with the reports of Germany's Transocean and DNB, Italy's Stefani, and Japan's Domei, although there are no actual contracts now with any but Reuter's.

Brant's Views

Mr. Brant, formerly head of the editorial page of the *St. Louis Star-Times* and now a contributing editor to that paper as well as the prospective new Chicago morning paper to be published by Marshall Field III, is the author of three books—*Dollars & Sense*, published in 1933, *Storm Over the Constitution*, 1936, and the first volume of a three-volume biography of President James Madison, which appeared early in October.

Questioned only indirectly on his writings, with most testimony drawn from his opinion as a newspaper writer, Mr. Brant said he thought that in the field of public expression radio beats the newspapers, and that the newspapers tend to follow the radio, particularly in instances where they might print a broadcast speech in full text because "the broadcast stimulates the interest of listeners in reading the speech if it is a good one."

Admitting to a "working knowledge" of the newspaper-ownership question, drawn from familiarity with "comments that pass in newspaper circles", Mr. Brant said the newspapers' first impulse to enter the broadcasting field came from the desire to exert power and influence and to be in the public eye. Other considerations, he added, were the promotion possibilities for the paper, a "business hedge" in which the newspaper sought to protect itself on advertising revenue, and a look into the future of such developments as facsimile broadcasting. Radio, through its news bulletins, has eliminated extra editions of newspapers, he said, "but this is a good riddance". He said he did not believe many newspapermen thought radio can supplant newspapers.

Reviewing newspaper consolidations in his experience in Iowa and St. Louis, Mr. Brant declared there is a tendency toward concentration of control in the newspaper field, "and anything that concentrates control is bound to have an effect on expression." Responding to another question by David D. Lloyd, chief of the FCC inquiry section, handling the examination, Mr. Brant said he saw harm in both newspaper and radio chains, as well as any concentration of power in broadcasting in general. He declared this was "a dangerous thing" and that "diversity is desirable".

Facsimile's Effect

Asked point-blank for his opinion on whether the FCC should exclude newspapers from facsimile operation, Mr. Brant declared: "When fascimile becomes a commercial probability, it will produce such a profound alteration on the publishing field that you can't lay down a hard and fast rule now to do this". He pointed out that such a rule might very well change the entire consolidation picture, for instance.

Asked if it would be advisable to maintain the status quo in the broadcast field, making no new grants to newspapers but allowing present ownership to continue operating existing facilities, he commented that if the status quo were preserved, it would result in the intrenchment of the very interests and conditions that brought about the newspaper-ownership investigation.

Asked by Mr. Lloyd if he favored an FM policy precluding newspaper-ownership, Mr. Brant stated that "FM lies so much in the immediate future that you can legitimately make regulations keeping newspapers out of this field—it would produce a very definite tendency toward diversity of ownership".

He recommended that the FCC

(*Continued on page 42*)

Control of KVAN, in Vancouver, Wash., Granted Sackett Despite Order No. 79

WHAT WAS regarded as another possible deviation from the FCC's policy of throwing all newspaper applications in its suspense file, except where an "existing situation" would not be disturbed, developed last Tuesday with the approval of transfer of control of KVAN, Vancouver, opposite Portland, Ore., to Sheldon F. Sackett, 50% owner and owner of KOOS, Marshfield, as well as a publisher newspaper, in the same city.

At the FCC it was stated this was not regarded as a "deviation" of its policy under Order No. 79, since Mr. Sackett already owned 50% of the station and since certain of the smaller stockholders are so close to him that control actually reposed with the newspaper publisher. Moreover, it was stated that the *Coos Bay Times* in Marshfield, Ore., published by Mr. Sackett, is some 200 miles away from the station and that therefore the issue of concentration of control in the same community was not present.

After issuance of Order No. 79 earlier this year, the FCC had made several authorizations which were cited as deviations from Order 79—one authorizing an FM station in North Carolina for Gordon Gray, and the other dealing with a power increase to 50,000 watts for KTRH, Houston, identified with the Jesse Jones interests. Since then, however, there have been no other deviations and all applications not regarded as altering "existing situations" have been relegated to the suspense files.

Past Deviations

Under the Oct. 21 action, Mr. Sackett acquired five additional shares of stock from D. Elwood Caples for $312.50. He had already held 100 of the 200 shares of stock.

Deal gives Mr. Sackett as publisher of the *Coos Bay Times*, Marshfield, Ore., as well as owner of KOOS, Marshfield, 105 shares while Mr. Caples, a local attorney, retains 31 shares, Mr. Sackett was one of the original stockholders in the station when it was founded back in 1939, but later relinquished his holdings to Walter L. Read. Mr. Read, upon his retirement in 1940, re-sold his interest back to Mr. Sackett.

The FCC last Tuesday also authorized KVAN to modify its license increasing its power to 500 watts daytime. Station operates now on 910 kc. with 250 watts daytime only.

The Tennessee Valley is the Great State of Prosperity

STRETCHING from the lower tip of Kentucky, south through northern Alabama and Georgia, all the way east to the Great Smokies is the Great State of Prosperity.

We at WLAC call it by the more familiar phrase, The Great Tennessee Valley.

Here, more than $500,000,000.00 worth of TVA dams are producing an industrial area that is one of the nation's richest.

The Great State of Prosperity will be covered handsomely [and economically] by WLAC's 50,000 watts.

GOING TO 50,000 WATTS BEFORE THE END OF 1941

Serving with power where power counts most!

WLAC Nashville

J. T. WARD, OWNER • F. C. SOWELL, MANAGER
PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

THE STATION OF THE GREAT TENNESSEE VALLEY

Shortwave Outlet To Cost $250,000

Dumm-Dellar Laying Plans to Operate Pacific Station

THE NEW international broadcast station authorized for San Francisco by the FCC a fortnight ago, with the approval of the Defense Communications Board and Col. William J. Donovan, coordinator of information, will be built at a cost of approximately $250,000, according to an announcement by Associated Broadcasters Inc., owners of KSFO, standard broadcast adjunct of the new station.

The grant will give San Francisco the largest operating shortwave station in the world, it was stated, equivalent to those authorized in Moscow and Paris, but not now operating. While it will have an authorized power of 100,000 watts, the directional characteristics will give the beam a power equivalent to over 4,000,000 watts, according to Royal V. Howard, KSFO chief engineer.

In Many Tongues

The station will serve the Far East, Australia, the Orient, and Central and South America, utilizing six frequencies on a sharing basis. It will operate 20 hours daily airing news and entertainment in English, French, Dutch, Spanish, Portuguese, Japanese, and possibly Chinese, Thai, Russian and Korean.

Despite priority limitations on materials for construction of stations, Associated Broadcasters was given full priority rights. Wesley I. Dumm, owner of KSFO, will supervise the construction of the new outlet, and Lincoln Dellar, manager of KSFO, will be its directing head. Full facilities of the station will be available to the Government for any services required "in the best interests of national defense", Mr. Dellar said.

The coordinator of information arranged for delivery of a 100,000-watt transmitter from the General Electric Co., to speed the new service, because of the desirability of broadcasting across the Pacific. Two sites in the San Francisco Bay Area for the transmitter, which together with the studios will cost approximately $250,000, are under consideration now. Shortwave experts from the East are conferring with KSFO Chief Engineer Howard on the installation.

BLOWING OUT the WJZ 20th Anniversary Cake are members of NBC's spot and local sales department with Ed East who conducts WJZ's early morning participation program *Breakfast in Bedlam*. In first row are (l to r) Bob Eastman; Tom Neels; Phil Porterfield; Jim McConnell, sales manager; Walter Scott; George Wallace and Jim Gillis. Second row, Willard Butler; Bob Hutton, recently appointed WEAF and WJZ promotion manager; Bill Roux, national spot sales promotion manager; Ed East; Bill Tilendis, assistant sales mgr.; D. Close and J. D. Van Amburgh. Decorating the cake were 20 lighted candles.

TWO BIG POWER INCREASES IN TEXAS' BIGGEST MARKET

HERE'S important news about Texas' biggest market! Station WRR, Dallas and Station KFJZ, Fort Worth have each increased their power to 5,000 Watts, day and night;

and these two new power stations may now be bought in combination for what you would expect to pay for one 5,000 Watt station in this market.

Here is what you get . . .

1. Two, full time, 5,000 Watt stations on two different frequencies — WRR—1310 K C, KFJZ—1270 K C.
2. Each with a powerful signal throughout the entire Fort Worth-Dallas market.
3. Both stations connected by permanent lines for broadcasting simultaneously or at different times — but at only one talent cost.
4. Both stations affiliated with the Texas State Network and the Mutual Broadcasting System.

The best way to get ***complete*** coverage in this highly selective market is to use ***both*** WRR, Dallas and KFJZ, Fort Worth. Two important, all-time stations for you at one price and one talent cost.

NATIONAL REPRESENTATIVES

WEED and COMPANY

New York • Chicago • Detroit • San Francisco

TEXAS TRAVELER

Goes 10,000 Miles in 6 Weeks —Inside the State—

CLAIMANT to radio's traveler role is John Paul Goodwin, radio director of Segall & Weedin Adv. Agency, who reports that he has flown over 10,000 miles in the last six weeks—but has not been out of Texas. Goodwin currently produces and announces for the agency shows in San Antonio, Fort Worth, Dallas, Houston and Corpus Christi.

His shows include the Interstate Theatres Circuit's *Showtime* which is fed on alternate Sunday from theatre stages in Dallas, Houston, San Antonio and Fort Worth to the Texas Quality Network, KRGV, Weslaco, and KGNC, Amarillo; *Crustene Ranch Party*, currently from San San Antonio to TQN and KRIS, Corpus Christi; KARK, Little Rock, and KWKH, Shreveport; *Come 'n Get It* for American Maid Flour on TQN; football games from Houston and three other local shows.

Kalamazoo Asked By Gross, Shields

Would Surrender Saginaw C To Build New Station

APPLICATION for a new station in Kalamazoo, Mich., submitted to the FCC by Harold F. Gross and Edmund C. Shields, who propose to surrender their construction permit for the new WHAL, Saginaw, Mich., if the new station is granted, was designated for hearing last week by the Commission. The applicants, under the name of the Southwestern Michigan Broadcasting Corp., are seeking the facilities of WHAL to operate on 980 kc. with 1,000 watts.

Two Were Granted

WHAL was granted to Mr. Gross, who is also operator of WJIM, Lansing, Mich., and Mr. Shields, attorney and Democratic National Committeeman from Michigan, on Oct. 26, 1939. The same day the FCC authorized another new local in Saginaw, WSAM, to be constructed. WSAM went on the air seven months later while the permittees of WHAL made no effort to further their construction permit. Kalamazoo, at present, is served by the 1,000-watt WKZO on 590 kc.

Surrender will mark the fifth instance in which a new station, authorized simultaneously with another station in the same community, has chosen to turn in its construction permit. Others were WMVD, Salisbury, Md.; KFUN, Las Vegas, Nev.; KYAN, Cheyenne, Wyo.; and WMWH, Augusta, Ga.

KFAR, Fairbanks, Alaska, on Oct. 21 received authority from the FCC to rebroadcast certain sponsored programs from NBC's shortwave station WRCA on a commercial basis for a period ending Dec. 6, 1941.

IOWA INCOME

» at a NEW PEAK

74% of Iowa's well paid industrial workers live in the WMT *primary area**

● THE spiral of Iowa *farm* prosperity is still going up, cash farm income will be the greatest since World War I, now estimated at more than $815,000,000. Add another $800,000,000, the estimated *industrial* income for 1941 in the Tall Corn State, by far the largest in the State's history, and you have a total of more than a *billion and one-half,* a ready money market that no alert advertiser can afford to ignore.

And because Radio Station WMT is located in the center of concentration of the largest cities in Iowa, with the best wave length in Iowa, 600 kc., almost all of Iowa's industrial workers live in the WMT 0.5 millivolt area and 74% of them actually live in the WMT primary area. The 500,000 people in these cities and the million other Eastern Iowans on farms and in small towns depend on WMT for their radio service. WMT is the dominant station in the area. With this one station you can reach more important trading centers in this area at a fraction of the cost of any combination of stations covering the same markets.

Money is flowing freely in the corn country now. Reach these markets and reap a greater return from your advertising dollars spent in the Middlewest by using WMT. Write today for complete information.

* 0.5 MILLIVOLT AREA, WHITE CBS PRIMARY OUTLINED IN RED

CEDAR RAPIDS-WATERLOO **WMT** **A COWLES STATION**

THE KATZ AGENCY INC., REPRESENTATIVES

BASIC COLUMBIA NETWORK - 600 KC - 5000 WATTS DAY & NIGHT

The boss said you wouldn't read this ad because it's too tight, - but when you've got a B I G story to tell in a little space you've got to crowd! Anyway, WWNC is the sellingest station for miles around, - it's the only station that serves ALL of Western North Carolina, - & that's a mighty good market. Food Sales, Auto Sales, General Merchandise Sales here are far above the national average. Can't tell a complete story here, but if you'll write us we will send some eye-opening data right away. Take a dare and write now!

WWNC

570 Kc. CBS Affiliate

ASHEVILLE, N.C.

WALA can't give you . . .

BUT WALA CAN GIVE you positive coverage in **U. S. Market No. 1!** *No other radio station* so thoroughly blankets the rich Gulf Coast defense area.

Representatives
JOHN H. PERRY ASSOCIATES

5,000 WATTS Day and Nite WALA MOBILE

Appeal of Decision Is Filed by ANPA

Hanson Contends Action by FCC Is Discriminatory

CARRYING on one of the early opposition moves against the FCC's newspaper-ownership inquiry, Elisha Hanson, ANPA counsel, last Wednesday filed a brief in the U. S. Court of Appeals for the District of Columbia, appealing an Aug. 15 U. S. District Court memorandum opinion upholding the FCC's right to require the appearance under subpoena of James G. Stahlman, publisher of the *Nashville Banner* and former ANPA president [BROADCASTING, Aug. 18].

Backed by the position of Justice James W. Morris, of the District Court, it is thought the FCC will file an answering brief with the Court of Appeals well within the 20-day period provided under court regulations. Previously it was indicated the court will probably push the Stahlman case ahead of others on the docket in order to decide as soon as possible the question of whether the FCC can, within provisions of the Communications Act, hold a general fact-building inquiry and issue subpoenas requiring witnesses to appear at such proceedings.

Sees Discrimination

In his brief, Counsel Hanson argued that the FCC, through its Order No. 79 and the inquiry provided by it, "singles out as a special class for discriminatory treatment the applications of persons associated with newspapers," which he claimed constituted a violation of the Constitution as well as the nondiscriminatory policy written into the Communications Act by Congress. The brief maintained that "since Order No. 79 exceeds the FCC's powers, it is without warrant of law, and the subpoena issued and served upon appellant pursuant thereto is a nullity."

The Stahlman case came to court after Mr. Hanson, on the opening day of the newspaper-ownership hearings, had revealed to FCC Chairman James Lawrence Fly he had suggested to four witnesses subpoenaed by the FCC that they refuse to appear in what he described as "illegal proceedings." In addition to Mr. Stahlman, now on active duty with the Navy Public Relations Office as a lieutenant commander, the quartet included Edwin S. Friendly, business manager of the *New York Sun;* Arthur Robb, editor of *Editor & Publisher*, and William A. Thompson, director of the ANPA Bureau of Advertising [BROADCASTING, July 28].

PROF. WILLIAM H. BARTON Jr., curator of New York's Hayden Planetarium, on Oct. 31 returns to CBS to conduct a series of popular astronomy programs titled *Americans Map the Skies*, dealing with the history of astronomical research by Americans.

APPROACHING BOMBERS are indicated by the pointing arm of Lieut. Herbert Quednow for a pickup by WPEN, Philadelphia, during air maneuvers along the Eastern Seaboard in mid-October. Stationed on the rooftop of the building housing WPEN studios are (l to r) Charlie Burtis, WPEN chief engineer, Lieut. Quednow and Announcer Jack O'Reilly. Approach of the planes was broadcast from the "filter room", where bomber squadrons are charted as sighted, by Frank Kent, assisted by Major John Hawkins and Lieut. Edwin Kessler.

LORILLARD PLANS BIG VARIETY SHOW

P. LORILLARD Co., New York (Old Gold cigarettes), through J. Walter Thompson Co., that city, on Nov. 3 starts a new weekly half-hour variety type of program featuring Herbert Marshall, film actor, as m.c. on NBC-Blue stations, Monday, with time tentatively scheduled as 7-7:30 p.m. (EST), and West Coast repeat, 8-8:30 p.m. (PST).

Firm discontinued its weekly half hour *Tommy Riggs & Betty Lou Show* on 6 NBC-Pacific Red stations, following broadcast of Oct. 23, but retain Bert Wheeler and his stooge Hank Ladd as featured comics on the new program. Included also will be a name band with guest talent and "something new in the way of entertainment".

John U Reber, New York radio director of the agency, was scheduled to arrive Oct. 26 on the West Coast for conferences with Danny Danker, Hollywood manager of J. Walter Thompson Co., and to complete show plans, remaining in that city until after the initial broadcast.

Greeting

JIM KANE, publicity director of WBBM, Chicago, received an armed reception during a recent visit to his native New York. In need of cigarettes, he stopped at a corner drug store near midnight and was greeted by a gun in his stomach, and "Don't say a word, buddy and you'll be okay." Under the revolver's muzzle, Kane was led to the rear of the store and locked in a closet where the proprietor kept him company. After ten minutes in the locked closet with the druggist, Kane knocked the door down and left—without the cigarettes.

CBS PUSHES PLANS FOR LATIN HOOKUP

WITH CONSTRUCTION on its new 50,000-watt transmitters for WCBX and WCRC more than 85% completed, CBS has announced its new Latin American network will be "in full swing at the outset of 1942". According to Edmund A. Chester, CBS director of shortwave broadcasting and Latin American relations, affiliation contracts with 72 stations have been negotiated to date with other deals under way. Delay in opening the network, he explained, was necessitated by national defense priorities causing a holdup in the delivery of equipment for the two transmitters.

Mr. Chester stated also that the size of the CBS staff for the new network has been increased from 10 to more than 50 in the New York offices, while the executive staff has been expanded by the addition of noted journalists, musicians and broadcasters from the Latin American republics.

The new transmitters are located at Brentwood, Long Island, with eight directional antennas designed exclusively for transmissions south of the United States. Four other antennas, with eight more combinations, have been assigned for service to Mexico and Central America.

WEATHER THAT'S SEEN

Talking-Singing Lamb Used By Video Station

AFTER numerous experiments by NBC to find an interesting and informative method of giving televiewers nightly weather forecasts on the network's television station WNBT, Douglas Leigh, creator of the animated cartoon signs on New York's Broadway, has solved the problem with a talking and singing lamb, specially created for television.

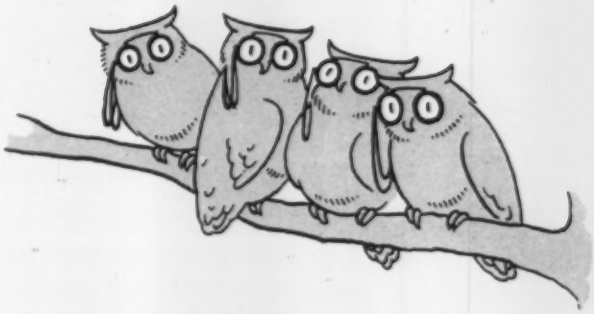
Six nights a week about 9 p.m. the weather lamb appears combining his forecasts with sales talks and cartoon demonstrations of the wrinkle-proof tie produced by Botany Worsted Mills, Passaic, N. J., sponsor of these first animated cartoons specially prepared for commercial television.

More than 3,000 individual drawings were made and photographed to build the 14 reels of 16 mm. film, each forecasting a different kind of weather, and all opening with the Botany lamb anxiously scanning the skies with a telescope. Agency for the Botany account is Alfred J. Silberstein Inc., New York.

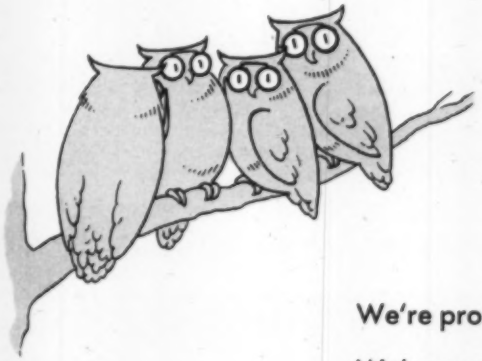
Guild Nominees

NOMINEE for the next president of the Radio Writers Guild is Henry Fisk Carlton, who will serve a one-year term succeeding Courtenay Savage of Chicago. Nominees for the Guild's national and regional council to serve two years, and to be voted on at the election Nov. 7 include Stuart Hawkins, Harry Herrmann, Richard McDonagh, J. T. W. Martin and Adele Richton. Alternates, to serve one year, are George Corey Lowther, Vera Oldham and Helen Walpole. RWG representatives to the council of the Authors League of America, include Norman Corwin, Elaine Sterne Carrington, Merrill Denison and Phil Higley, all to serve two years.

Birds of a feather and stuff



Glancing at our current list of national spot accounts, we're forced to agree that birds of a feather *do* flock together—and we do mean *flock*. Unanimously, it seems, America's biggest and smartest spot radio advertisers are buying KMBC. Literally in droves, they've moved in to enjoy KMBC's intensive and efficient salesmanship in this vast Missouri-Kansas area. So that now—



KMBC CARRIES MORE NATIONAL SPOT BUSINESS THAN ANY OTHER STATION IN THE KANSAS CITY AREA—MORE BUSINESS IN HOURS AND MORE BUSINESS IN DOLLARS!

AND ONLY ONE OUT OF EVERY FOUR NATIONAL SPOT ACCOUNTS ON KMBC IS NEW TO THE STATION—ALL THE REST ARE RENEWALS!

We're proud of the *number* of national spot accounts on KMBC. We're prouder still of the *quality* of these accounts. And by delivering results to one and all, we intend to make sure the wise birds of advertising *continue* to flock together on KMBC.

KMBC of Kansas City

Free & Peters, Inc. **CBS Basic Network**

FLYIN' HIGH IN PIGEON-ROOST (Ky.)?

No foolin', fellers, Pigeonroost (Ky.) is a bona fide town (Pop. 25)! But like many another "town" in Kentucky, it's far too small to make a noticeable impression on your sales chart! But to reach every radio set in the great Louisville Trading Area, with 56% of the State's retail business, all you need is WAVE! Rates are so low you'll think we're nuts! Send for *all* the dope, *now!*

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

Davis Memorial Award Scheduled about Nov. 15

ON A NATIONAL basis for the first time, the 1942 H. P. Davis National Memorial Announcers' Awards will be announced about Nov. 15 with plans now under way to present the prizes on an NBC broadcast. The Davis awards, made on a station basis, will be won by that announcer having the best personality, diction, adaptability, voice, versatility as well as maintaining a consistently high standard in program presentation.

Prizes are the Davis Gold Medal, a cash award of $300, and the distinction of being chosen the best announcer on any of the NBC stations. Four sectional awards corresponding to the four time zones, also will be made. Judges this year are past chairmen of committees when the competition was limited to Pittsburgh announcers, with nominations for the best announcer sent in by each station of both NBC networks.

Decision to make the competition national this year was made by Mrs. H. P. Davis, widow of the Westinghouse engineer and radio pioneer to whom the Awards are a memorial tribute, in recognition of radio broadcastings' 21st birthday.

Gilbert to Government

MORRIS GILBERT, assistant to the MBS news analyst, Raymond Gram Swing, and formerly a reporter for the *New York World-Telegram*, has resigned to join the staff of the Office of the Coordinator of Information, Government agency headed by Col. William Donovan.

AIRPORT and other remotes are picked up by the new mobile unit of KTSM, El Paso. Here Program Director Roy Chapman interviews Marion Gunderson, American Air Lines stewardess. Watching are Chief Engineer Louis Gemoets (at car), and West Carroll, first officer of the ship.

Press Wireless Granted FCC Authority To Handle MBS Latin Program Service

SLATED to transmit MBS program service to Latin America, Press Wireless Inc. last Tuesday was authorized by the FCC to engage in the transmission of outbound broadcast program material to Central and South America—the first time the press radio communcations company has operated in this field.

To permit the new service, covering multiple destination addressed program material, the FCC is expected to revise the rule which heretofore confined this type of service to fixed public point-to-point carriers, and which now is to be expanded to allow public press radiotelegraph carriers.

Press Wireless will handle the new service from both its Los Angeles and Hicksville, N. Y., stations. For the last five or six years Press Wireless has been handling inbound broadcast program service. In 1938 it sought to establish outbound service, but the FCC failed to act on the issue after a lengthy hearing. It is understood Press Wireless will offer lower program transmission rates than RCA Communications and AT&T, which operate present broadcast program service to Latin America.

Gets New Frequencies

In its authorization the FCC sanctioned the new service for Press Wireless on the condition that no interference will result for its public press radiotelegraph service. It was thought possible that if all its frequencies were in use at the time of a broadcast program, press radiotelegraph messages would take precedence.

The Press Wireless Los Angeles station was authorized to add frequencies 7355, 7850, 9390, 10750, 18560, 20800 and 22780 kc., using A3 emission, and to add A3 emission to the following frequencies: 6920, 7625, 8810, 10010, 11640, 13840, 15580, 15850, 15910, 19470, 19850 and 23450 kc., and to add Santiago, Chile, as a control point of communication. The Hicksville station will add A3 emission for use on 6920, 7355, 7625, 7850, 8810, 9390, 10010, 10750, 11640, 13840, 15580, 15850, 15910, 18560, 19470, 19850, 20800, 22780 and 23450 kc., and Rio de Janeiro, Santiago and Panama City as control points.

The addressed program material can be sent by Press Wireless to points in Central and South America not named in the license of these two stations, but Press Wireless will have to apply to the FCC after transmission on this intercept service. Rebroadcasting of the program sent by Press Wireless by stations in Central and South America will be permitted.

The move of MBS to transmit its programs to Central and South America was regarded as an effort to compete with CBS and NBC, which have made extensive preparations in Latin America for reception of American programs from their own international shortwave stations.

Silenced by Plane

NEW YORK stations WINS and WNEW were off the air Oct. 20 for 47 and 45 minutes respectively when a Waco training plane crashed into the stations' transmitter wires near East Rutherford, N. J. The plane hit the main wire from WINS' transmitter as well as the wire supplying the power to WNEW from its transmitter at Carlstadt. The flying instructor, Albert Ulrich, was killed in the crash and the student, Victor Johnson, seriously injured. WHN, New York, was testing its new 50,000-watt transmitter located at East Rutherford, and was forced to stop all tests when the plane dove into the main power supply cable.

New RCAC Circuits

RCA COMMUNICATIONS, following six months of preliminary testing, has announced the opening of a direct radiotelegraph circuit between New York, and Brazzaville, Free French stronghold in Equatorial Africa, giving RCAC four such circuits connecting the United States and Africa.

BUY THE RED NETWORK AUDIENCE

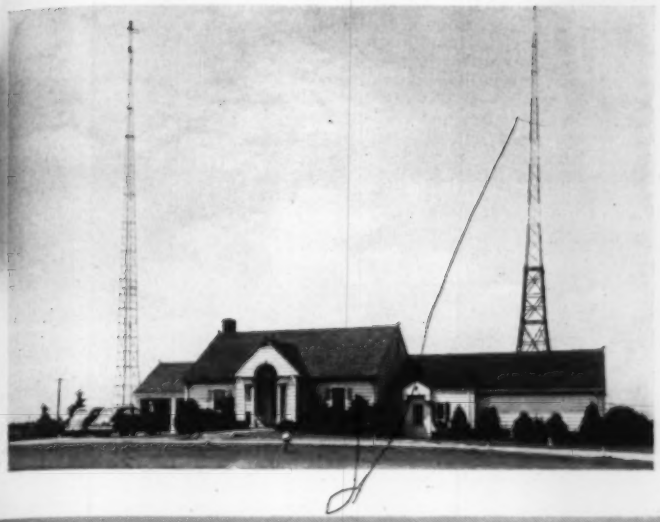
It's the same in Richmond as it is elsewhere —tops. And with it you have the tops in local—WMBG.

WMBG offers you the Red Network audience —5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG

RED NETWORK OUTLET · RICHMOND, VA.

JOHN BLAIR CO., REP.



HEAD OF THE LAKES' MOST FAMOUS TWINS

Now WEBC, the pioneer radio station in Duluth-Superior, at the Head of the Great Lakes, where National Defense is born, jumps to 5,000 watts night as well as day. And, we remain at the same familiar spot on the dial, where most people listen most, to our NBC Red and Blue programs, as well as the finest locally-produced shows. In the above picture, you see the twin towers at our Transmitter, which combine, to beam with triple intensity, the message of WEBC, thoroughly in the Twin Ports, and into ALL of Northern Minnesota. In the picture below, are WEBC's original "Twins," a boy and a girl, born on the day the station first went on the air, June 19, 1924. For power, programs and performance at the Head of the Lakes, plus consistent promotion for both spot and program advertiser, there is no better medium, no better station than WEBC! And we can prove it!

Saluting the

5000

WATTS...Night as Well as Day... of

WEBC

DULUTH-SUPERIOR

Far ahead at the Head-of-the-Lakes where National Defense is born!

Both NBC Networks ◆ **WEBC** ◆ *Represented by Hollingbery*

Glenn Dimmick Winner Of Annual Movie Medal

GLENN L. DIMMICK, sound engineering expert of RCA Laboratories, last Wednesday was named winner of the Progress Medal given annually by the Society of Motion Picture Engineers in recognition of contributions to the motion picture art. Presentation was made by Emery Huse, president of the Society, at the 50th semi-annual banquet in New York. A citation of Mr. Dimmick's engineering accomplishments was read at the dinner by Otto S. Schairer, RCA vice-president in charge of RCA Laboratories.

Among television papers read at the convention was a description of the advances in color by Dr. Peter C. Goldmark, CBS chief television engineer. Dr. Alfred N. Goldsmith, inventor, told of his new "increased range" system. Four engineers of the Allen B. DuMont Laboratories, R. L. Campbell, R. E. Kessler, R. E. Rutherford, and K. V. Landsberg, told of new equipment.

Plugs in Advance

TO LIGHTEN the Christmas mail burden, the U. S. Treasury now is preparing to send to stations immediately all copy promoting defense bonds and stamps for November, December and January. According to Charles J. Gilchrest, assistant chief of the Treasury radio section, all announcements to be used through Jan. 5 are to be mailed from Washington by Nov. 15.

Withdraws CBS Suit

TEST ACTION brought against CBS by Calvin E. Fritts, holder of 50 shares of Class B CBS stock, was discontinued Oct. 17 in New York Supreme Court, with no explanation for the withdrawal of the suit given. Plaintiff protested CBS' recent sale of its Artist and Concert Bureaus to Music Corp. of America, claiming that the prices of $150,000 and $176,000 obtained by CBS from MCA were "inadequate."

Chicle Series

AMERICAN CHICLE Co., Long Island City, has appointed Grant Adv., Chicago, to handle advertising the Beeman's Pepsin gum. Through the new agency, the company is testing a 13-week varied schedule of transcribed one-minute announcements and station break announcements on KSD WLS WTMJ WOW KOIN KDKA KFRC WENY. Probable expansion of radio, either in spot or network, is being contemplated for the first of the year.

Ward News on WJZ

WARD BAKING Co., New York, the week of Oct. 20 started sponsorship of a news period on WJZ, New York, Monday through Friday, 8:45-8:50 p.m. and participations on the *Uncle Don* program, on WOR, that city, also on a Monday through Friday basis. Company in addition is using spot announcements on an unnamed number of stations. J. Walter Thompson, New York, handles the account.

WHEN the morning newspaper at Jamestown, N. Y., was merged into the evening paper, Carnahan-Shearer Co., men's clothiers, filled the gap with *Morning Newspaper of the Air* on WJTN. This window display promoted the program.

Donald Nelson Praises Radio's Role in Defense

PRAISING radio's "important role" in keeping the public informed on defense matters, Donald M. Nelson, executive director of the Supply Priorities & Allocations Board, last Tuesday announced appointment of Kate Smith, CBS radio singer and woman's commentator, as liaison officer between the radio section of the Office for Emergency Management and the field of broadcast radio, "in helping to inform the public about the contribution that can be made in conserving scarce materials."

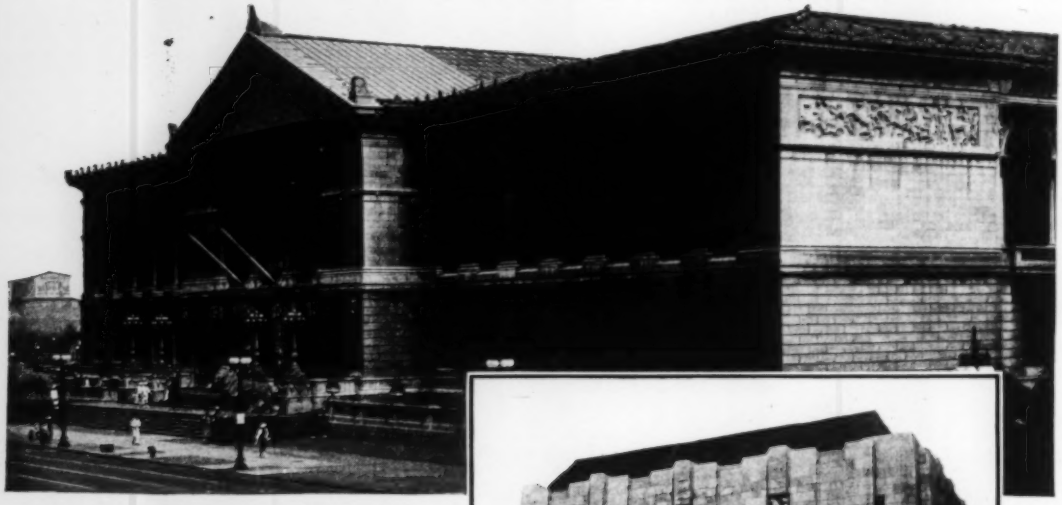
Commenting on Miss Smith's volunteer job, Mr. Nelson wrote in a letter to her:

"The public must be clearly and fully informed if it is to make its most useful contribution. In this task of informing our citizens of how they can help and why this help is sought, the radio must play an important role. The defense program has now reached the point where your assistance can be invaluable. Therefore, I hereby request you to help us carry the story of conservation to your millions of listeners."

Conti Spots

CONTI PRODUCTS, New York (shampoo and face cream), during the week of Oct. 20 started a series of minute announcements and participations in KYW WPEN WOL WJSV WFBR and WOR, for a period of nine weeks, subject to renewal. WGN, Chicago, will be Nov. 3. Agency is Bermingham, Castleman & Pierce, New York.

Things that are TRULY CHICAGO



Chicago's Art Institute was one of the earliest centers of culture in the Middle West. This building with the two bronze lions guarding its portals is truly a Chicago landmark.

WGN, a pioneer broadcasting station, represents "radio" to Chicagoans and the Middle West. Like the Art Institute, WGN's studio building is a prominent Michigan Avenue landmark.

THIS factor of being rooted in the community adds credence to your advertising messages.

A Clear Channel Station

50,000 WATTS — WGN — 720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.
PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

KFRU COLUMBIA

In the heart of Missouri!

Strategically located to do a big selling job for the advertiser. A Blue Network station with an exceptional reputation for public service.

1400 KC. ★ 250 Watts

The Other Fellow's VIEWPOINT

WFTL On the Job

EDITOR, BROADCASTING:

I have been requested by R. M. Tigert, station manager of WFTL, to call your attention to the omission of WFTL from a story appearing on page 23 of the Oct. 13 edition of BROADCASTING. WFTL was the only station in the Miami area that remained on the air continually during the emergency. Our series of storm broadcasts started Saturday morning, Oct. 4, at 7 a.m. and concluded Monday night at 11 p.m., a total of 62 hours continuously on the air. This was made possible by the use of an auxiliary power unit which was used for a period of 12 hours during the time the local power company was forced to close down. All three Miami stations were off the air at some time during the night.

In addition to our storm warning service to our listeners, we were also the only station in South Florida which was designated by the police department as official headquarters for dispensing police information. The local police department was forced to do this because of the loss of power for their own transmitters.

I regret very much that this information was not sent to you at an earlier date, and would appreciate any story you might publish to let the readers of your magazine know about the service we rendered during the storm threat. The following is an excerpt from a letter received from the Secretary of the Hollywood, Fla., Chamber of Commerce, Clyde B. Elliott:

"Another thing was mentioned at the meeting in praise of your continuation of broadcasting all Sunday night, Oct. 5 and 6 by the use of your own auxiliary power. I believe we are all rather proud of the fact that our newest radio station of this area led the way in emergency performance. Please accept our congratulations".

IRVIN F. DUDDLESON
Director of Public Relations
WFTL, Fort Lauderdale, Fla.

Oct. 14

Plane Plant's Program

SPECIAL DEFENSE program from Wichita, city producing quantities of airplanes for defense, was presented Oct. 26 on 30 MBS stations, under sponsorship of the Cessna Aircraft Corp., that city, to celebrate its production of 100 planes per month. Fulton Lewis Jr., Mutual's defense and news commentator, interviewed workers of the Cessna plant on the program and music was by the Wichita Symphony Orchestra.

CKNX, Wingham, Ont., is now owned by W. T. Cruickshank instead of the Wingham Radio Club as licensed till recently by the Department of Transport; it is located on No. 4 Highway south of Wingham, and has temporary night power of 197 watts and 1,000 watts daytime, pending installation of directional antenna. CKSO, Sudbury, Ont., has a new transmitter location in Neelon Township, Ont.

4 out of 5 come back to WJSV

The satisfaction of customers is what makes two purchases grow where one grew before. Which is why WJSV considers its rate of renewals by advertisers a robust proof of selling power.

On local and national spot programs, for example, WJSV renewals are currently a plump 83.3%.

And on Arthur Godfrey's "Sundial"—WJSV's most popular participating show—the renewal rate stands at a healthy 76.5%.

Results that bring such consistent renewals are particularly significant in our case—because WJSV, Columbia's 50,000-watt station in Washington, D. C., serves the country's wealthiest per-capita market.

WJSV *Ask us about the "Magic Carpet." It is a time-proved feature (quarter hour) now available.*

COLUMBIA'S STATION FOR THE NATION'S CAPITAL • 50,000 WATTS

Owned and operated by CBS. Represented by Radio Sales: New York, Chicago, St. Louis, Detroit, Charlotte, Los Angeles, San Francisco

'March of Time' Series Recorded for Shortwave

ARRANGEMENTS whereby *The March of Time*, heard on NBC-Blue Thursdays at 8 p.m., is being transcribed by NBC and rebroadcast to Latin America each succeeding Saturday, have been made by the sponsor, Time Inc., Young & Rubicam, New York, agency in charge, and the two shortwave stations WGEO, General Electric station at Schenectady, and KGEI, San Francisco.

A transcription of the original program is first shortwaved on WGEO Saturdays at 6:30 p.m., and then repeated on KGEI at 8 p.m., with the entire show, in English of course, as it is recorded, directed particularly to Americans living in those countries. Only change in the format is in the commercials which promote the Air Express edition of *Time* Magazine which is sent to South America.

WHEB-WRLC Name McGillvra

THE TWO stations owned by R. G. LeTourneau, millionaire grading machinery manufacturer and noted philanthropist—WHEB, Portsmouth, N. H., and WRLC, Toccoa, Ga.—have appointed Joseph Hershey McGillvra as national representatives. Bert Georges is general manager of both stations. WRLC will shortly become affiliated with MBS.

EARLY morning program *Breakfast in Bedlam*, heard five times weekly on WJZ, New York, with Ed East, now has a total of seven participating sponsors with the recent addition of Lehn & Fink Products Corp., New York, for Hinds Honey and Almond Cream. Agency is Wm. Esty & Co., New York.

NEWSROOM of WTIC, Hartford, was moved into the Centinel Hill Hall as part of the recent annual exhibit of G. Fox & Co., local department store, Oct. 11-18. Here with its Transradio teletype, as well as the recently contracted news services of AP and INS, Newscaster Phil Becker, gives the 1 p.m. news summary, a daily feature of the exhibit.

Hudson Fur Spots

HUDSON CANADIAN FUR Co., Brooklyn (furs), recently started a series of quarter-hour live musical programs on three New York stations, seven a week on WEVD, two a week on WCNW, and six times weekly on WINS. Company has been conducting similar periods on WCNW and WHN for some time in the past. All placements were made direct.

'Cavalcade' for Schools

TRANSCRIPTION and Recording Service of WOR, New York, has completed the re-recording of 12 more programs in the series of *Cavalcade of America* series, sponsored on NBC-Red by E. I. DuPont de Nemours & Co., Wilmington, for distribution to schools throughout the country by the American Council on Education.

WBNX Cooks

WHEN MUSICIANS report for work at WBNX, New York, and ask "What's cooking?", they're not kidding. To provide vitamins and save wear and tear on program people with irregular hours, W. C. Alcorn, WBNX manager, added a complete kitchen next to the announcers' room two months ago when the station was remodelled. Ned Ervin, whose *Prelude to Slumber* is broadcast just before midnight, brings samples of his wife's cooking from home for re-heating, while the best cook is Hugo Neri, Italian announcer.

Five Schools in Texas Install Radio Courses

FIVE Texas schools have included technical radio courses in their 1941-42 curricula, the NAB revealed last Wednesday. As of Oct. 17, according to George Cranston, manager of KGKO-WBAP, Fort Worth, who surveyed the State's schools for the NAB, special radio courses are provided at Texas U, Texas Christian U, Rice Institute, St. Mary's U of San Antonio, and Texas A & M.

Under sponsorship of Texas U, the special courses available to engineering students of the schools include instruction in electronics and radio and advanced courses in construction and operation of radio transmitters and receivers. Texas U during the second semester also will offer a course in ultra-high frequency broadcasting.

CBS Education Posts

LLOYD W. DENNIS, program director of WJSV, CBS Washington station, and Robert R. King of KTSA, CBS station in San Antonio, have been appointed CBS educational directors in the East and Southwest, respectively, by Sterling Fisher, CBS director of education. Mr. Dennis, also a member of the Pan American Council of the CBS *School of the Air of the Americas*, joined WJSV in 1937 and was made program director, later taking over duties of educational director. Mr. King is director of San Antonio's Studio Theatre and also teaches radio production and writing.

STAR RADIO PROGRAMS, New York, for the sixth consecutive year is releasing its annual Christmas series of 25 half-hour scripts, titled *Christmas Tree of 1941*.

As usual KTAR was there
It was a big moment! Akron officials of the Goodyear Tire & Rubber Company were present. Civic leaders praised the occasion as one of the most significant in Arizona's entire industrial history. Then the first concrete was poured for the foundation of a new Goodyear Aircraft Corporation Plant. . . . a $2,000,000 airplane parts factory, just west of Phoenix, that brings the total National Defense investment in this area to approximately $20,000,000.
KTAR was there because KTAR is always out in front when there's something to be "told" or "sold" to a growing Arizona.
KTAR
PHOENIX, ARIZONA
Key Station of the
Arizona BROADCASTING CO. Inc.
Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit
San Francisco Los Angeles
AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

More Time for Defense Is Allotted by Shouse

FURTHER readjustment of commercial radio schedules to accommodate defense programs, and assurance that time would be cleared for "some vital defense message" even "if it is found necessary to remove certain periods from our commercial schedule", was indicated by James D. Shouse, Crosley Corp. vice-president in charge of broadcasting, who recently authorized a study of defense broadcasting needs as they concern WLW-WSAI, Crosley stations in Cincinnati. However, Mr. Shouse emphasized:

"We have to recognize that the revenue, making it possible for us to render service, comes from advertisers, and consequently we have to fit the needs of the public and the defense agencies intelligently into the pattern of our operation." He cited figures developed in the study, showing that during August WLW-WSAI originated 42 broadcasts dealing with national defense, and carried nine such network programs, with the number growing to 51 in September, not including 17 network features.

Radio Folk in Films

BROADCAST PICTURES Co., Hollywood, headed by Morris M. Lewin, New York producer, has been organized to produce a series of one-reelers based on radio characterizations. Barton Yarborough who portrays Cliff Barbour in the NBC *One Man's Family* serial, sponsored by Standard Brands (Tenderleaf Tea), will star in the first film, scheduled to get into production by Nov. 1.

FLUFFY CAKE was the reward for his fluffs when a listener sent pastry to Austin Williams (carving), announcer of KLZ, Denver. Williams was convicted on the weekly *Boners' Court* but drew only sympathy . . . and cake . . . from Mrs. Margaret Jagger (seated). Standing are (l to r) are Bob Harris, Lucille Mortan and Bud Thorpe, KLZ announcers.

Smith Bros. on NBC

SMITH BROS. Co., Poughkeepsie, N. Y., on Nov. 7 is starting a weekly five-minute program of AP news on an NBC network of 96 Blue stations in the interests of its cough drops. No commentator has yet been chosen for the program, scheduled for 21 weeks. Agency is J. D. Tarcher & Co., New York.

G. Washington Adds

G. WASHINGTON Coffee Refining Co., Morris Plains, N. J. (G. Washington Coffee), recently started participations on *Woman's Home Counselor*, Monday, Wednesday and Friday on KYW, Philadelphia. Company has been using participations on the *Marjorie Mills* program, on the Yankee Network. Agency is Cecil & Presby, New York.

KTKC and WFTC Join Blue Net in Near Future

TWO STATIONS will join NBC-Blue Network in the near future, KTKC, Visalia, Cal., on Nov. 15 and WFTC, Kinston, N. C., on Dec. 1. KTKC, operating with 1,000 watts power on 920 kc., will be an optional outlet of the Pacific Coast Blue with a network base rate of $120 per evening hour. Cut-in announcements are $10 at night, $5 during the day and $7 on Sunday afternoon.

Station is now constructing a 5,000-watt transmitter which will be ready for operation about Jan. 1, 1942, at which time the frequency will be changed to 940 kc. and KTKC will become required for advertisers using the Pacific Coast Blue. Advertisers on this regional Blue network now using KMJ, Fresno, may do so until Nov. 15, 1942, after which time they must use KTKC.

WFTC, operating with 250 watts on 1230 kc., will be a bonus station of the Blue Southeastern Group. Cut-in announcements are $6 at night and $3 in the daytime. Both KTKC and WFTC are full-time stations.

NBC has received notice from KGKO, Fort Worth Blue outlet, that it plans to start operations on 5,000-watts nighttime about Dec. 1, while KVOO, Tulsa, NBC-Red station, will begin operation with 50,000-watt daytime within ten days.

ED EAST, conductor of the *Kitchen Quiz* program on WJZ, New York, is working on the second of a series of shorts produced by Columbia Pictures.

FIRST WITH KIDS

5:00-5:15	Orphan Annie	Quaker Oats
5:15-5:30	Superman	Pevely Dairy
5:30-5:45	Jack Armstrong	Wheaties
5:45-6:00	Captain Midnight	Ovaltine
7:15-7:30	Mandrake, The Magician	Purity Bakery
7:30-8:00	Lone Ranger	Kix

Station breaks are available preceding and following some of these programs.

ST. LOUIS

KWK

Represented By Raymer

Dear Mom:

This is me--Mickey. And writing, too! Funny, huh? Bet you never thought I'd turn into an educated cat, did you, Mom? Well, it's the old saying--a cat's mistakes...or however the line goes. But that's all beside the point. What I'm really writing to you about is that nice Mr. Caldwell. Remember? The man who bought me when I was just a silly kitten?

Well, Mom, this Mr. Caldwell is now at WOR. Yeah, the radio station. And this is a little note about WOR, Mr. Caldwell and—just think—canaries!

You see, it's this way...

...I'm washing my face the other night in front of the fireplace when the door bangs and in comes the Boss—that's Caldwell—whistling. He doesn't even wait to take off his hat; just dashes into the kitchen where Mrs. Caldwell's cooking dinner and shouts:

"Boy—Oh, Boy! Mary, has WOR done a job for those canary people. Wow!"

Well, when I hear the word "canary," I sort of saunter over to the kitchen door, purr quietly, and bend an ear.

"Why the smallest thing WOR did for the Hartz Mountain Products Co. was pull 2,741 dimes—with as many boxtops—from four brief program mentions. And you know the show—just an organ and some canaries on Sunday. Better yet..."

"Your dinner, darling!" interrupts Mrs. Caldwell, wearily.

"As I was saying," continued the Boss, "better yet, sales for the year during which the Hartz people used WOR practically doubled those for the year during which they didn't..."

"And to meet the demand they had to expand their plant and take on more people," added Mrs. Caldwell.

"Exactly!" cried the Boss. "Say—how did YOU know that?"

"It's the usual thing at WOR, isn't it?"

Looks like that WOR's got something, doesn't it, Mom?

WOR

—that power-full station

P. S. WOR was picked to sell a night club—of all things! In less than a month that night club's business was 3 times greater than it had been. Business for the year was 400% greater than the year before. This, we think, makes a point . . . Makers of uncommon things who have not used WOR, have no idea how subtly and surely this station relaxes the drawstrings of the purse. Our address is 1440 Broadway, in New York.

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Squeeze Play

THE SQUEEZE play is on in the last inning of the chain-monopoly game that has been running for three years.

FCC Chairman James Lawrence Fly, just after release of the optionless time-option regulations, blandly observed he would be "surprised" if NBC and CBS went to court—this in defiance of statements made by the heads of the networks that they would appeal. Why this cocksureness?

Now it develops that Assistant Attorney General Thurman Arnold has invited attorneys representing the three major networks to a "conference" on the rules. Chairman Fly has discussed the "anti-trust aspects" of network operations with the Department before, and is obviously counselling it in this latest foray. There enters the fundamental question: Who is charged with prosecution of the anti-monopoly laws—the Department of Justice or the FCC.

The whole philosophy of the Anti-Trust Division, it has been evident for many months, is to evolve a "negotiated settlement" rather than institute litigation. That means a consent decree. The question logically follows whether Chairman Fly did not have in mind such a counter measure as the event that would block the networks from going to court on the regulations. The answer will be known after the Arnold-Network-Fly seance next Wednesday.

With all this catch-as-catch-can going on, the House Interstate & Foreign Commerce Committee has decided to reppraise the Communications Act and will start hearings next January. Senator Wheeler's Interstate Commerce Committee, after conducting hearings on the same issue last June, hasn't made another move. The White Resolution, to stop the FCC's machinations until there is a clear-cut definition of the scope of the FCC's functions, is in suspended animation.

Chairman Clarence F. Lea, of the House Committee, long has been regarded as a sort of middle-of-the-road Democrat. He is a sincere, deliberate and unsensational legislator—a stateman who commands respect on both sides of the House chamber. He did not order hearings on the Sanders Bill to reorganize the FCC until he had sounded out his committee. They agreed to proceed, without dissent and after a thorough discussion.

Chairman Lea has from President Roosevelt a letter written in January 1939 advocating a new FCC—a three-man commission—because, as the President put it, he was "dissatisfied with the present legal framework and administrative machinery of the Commission." An identical letter was sent Chairman Wheeler. Bills accordingly were introduced, but died with that session. There has been no intimation of any change of attitude on the part of the Chief Executive.

Thus, as far as the records go, the President, and the chairmen of both the House and Senate Committees identified with radio legislation, are on record favoring remaking of the FCC and rewriting of the Communications Act. Since then the situation has not improved. There is much to attest that it has been aggravated.

This is more than an industry fight. NBC and CBS say it means *sudden death* to broadcast operations as they exist today. Thus, in the most critical hour in the nation's history, with the nation on the brink of war, a regulatory agency of Government would gamble with the people's primary means of entertainment, relaxation, leisure and enlightenment. And the most direct means of contacting the public would be tampered with, when there hasn't been a murmer of public complaint.

Before any anti-trust or regulatory jockeying seriously sets in, we believe the Administration, through the chairmen of the House and Senate committees, might well ask the FCC to hold up its regulations pending final Congressional consideration of new legislation. In that epochal letter of January, 1939, the President himself said new legislation is needed "to lay down clearer Congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them."

That's the public's case, and the industry's too!

10% for Xmas

WITH CHRISTMAS 60 days away, practically every business survey predicts a record breaking holiday season in retail trade. Inventories are way above last year and the indication is that 1941 will not only surpass 1940 but even the banner year of 1929. True, prices will be somewhat higher but there's more money in circulation.

This is all good news to stations and agencies—for they will get the brunt of the windfall from dealer-cooperatives and local concerns. But there is a problem! For 1941 isn't an ordinary year.

Defense programs, announcements, transcriptions et al, have gradually eaten into time open for commercial sponsorship until the saturation point is being reached in many cases. Some stations, patriotically, have decided to curtail commercials where they interfere with defense programs. Unfortunately, the stations financially in a position to do this are few—for national emergency or no there is still the job of meeting the ever-increasing payroll, music costs, taxes, ad infinitum.

It does seem, therefore, that for the holiday period, running from Nov. 1 through Christmas, that these defense programs could be trimmed about 10%—where possible, of course—and allow these stations, admittedly doing a bang-up job for Uncle Sam, to catch their breath financially? After all radio, freely and proudly, gives its time to the Government; it's only fair that Government reciprocate for this "breathing spell" that the broadcasting industry might be in a position to do a still better job.

Radio Heckling

WHEN Hitler began his mad dash toward world conquest, it was freely predicted that one of the first moves with the outbreak of hostilities would be the "jamming" of broadcast operations by belligerents. That hasn't happened at all because both sides recognized it could only mean a complete blackout of broadcast communications.

Instead there has developed the little game of radio heckling, which has introduced a light touch in this grim business of provoked murder. "Ivan the Terrible" in Moscow interrupts the German propaganda effort with devastating, if not downright funny remarks. The Germans now are cutting in on BBC, and the Rome radio's *Barber of Seville* is interrupted by a terrific tirade against Il Duce.

It's disconcerting business, this phantom station operation. And it can happen here, with interesting possibilities. It raises the question—Has the FCC overlooked the danger of a parallel situation in this country, a danger that can crop up overnight? It might not be a bad idea for the FCC to instruct its field force to oil up those direction finders, and warm up the warning sirens in preparation for these prospective radio interlopers.

The RADIO BOOK SHELF

CLIFTON FADIMAN, m.c. of the *Information Please* program sponsored on NBC-Red by American Tobacco Co. and literary editor of the *New Yorker*, has published a 1,000-page book titled *Reading I've Liked* (Simon & Schuster, New York, $3). The collection of stories and excerpts from books includes a long prologue describing Mr. Fadiman's ideas about literary criticism.

GERTRUDE BERG, author of the CBS serial *The Goldbergs*, is subject of an article in the November *American Magazine*. Article mentions her estimated $300,000 annual income. The same issue carries a piece about Marshall Ensor, ham of Olathe, Kan., who won the William S. Paley Award in June.

We Pay Our Respects To —

JOSEPH EDWARD CAMPEAU

A FRIENDSHIP that sprang up in the training camps of the World War brought radio one of its most pleasant personalities. The managing director of CKLW, Windsor-Detroit, is the personality. And probably no more effective way can be found of describing J. E. Campeau than by noting that he is known as "Ted" —warmly, too—by his staff and his competitors as well as his close friends.

Ted Campeau has a difficult job at CKLW, in common with other managers of Canadian stations on the international border. There is a dual identity involved in such stations, and there can easily be "situations". But there are no "situations" at CKLW, for Ted Campeau is as much at home on one side of the Detroit River as the other, and the people with whom he does business are at home with him. There is no way of opening the books of the station, of course, but it is no secret that CKLW has been on a steady upward way since Ted took over three years ago.

The soft-spoken, alert managing director of CKLW came into radio on the selling side, out of the magazine and trade paper ranks. But as a graduate attorney he was unusually equipped for any kind of administrative or commercial work. He went to school at Ottawa U and Toronto U, graduating from Osgood Hall Law School in Toronto in 1921.

There followed three years of law practice in Windsor, and then he joined the Realty Trust Co., in charge of conveyancing. The real estate depression of the middle 20s in the Detroit area put the Realty Trust Co. out of business, and Ted Campeau turned to the magazine field, joining the *Detroit Realtor* as its advertising manager. Subsequently he represented the trade publication *Automotive Wholesaling* in the Michigan-Ohio-Indiana territory.

About 12 years ago a Detroit Chevrolet dealer, James Hunt, sought a sales manager for WIBM, Jackson, Mich., in which he owned a part interest. He came to his onetime fellow officer of war days and urged him to go into radio.

Mr. Hunt's arguments did not greatly impress his advertising salesman friend. Campeau argued that he knew nothing about radio, but went into the business anyhow in 1930 as sales manager of WIBM —a spot for a radio greenhorn that was complicated by the crumbling of retail business in Jackson under the impact of the depression.

But despite handicaps, Ted did his job so well that CKLW brought him home to Windsor in 1932 as its Eastern Canada representative. He traveled the beehives of Canadian commerce and industry, mainly in Toronto and Montreal, for two years, being taken off the road and installed at Windsor as station manager in 1934. Four years later he became managing director.

Since his accession to the directorship of CKLW, Ted Campeau has devoted himself not only to the improvement of the station but to cementing relationships of all sorts between the cities of Detroit and Windsor. He is vitally and profoundly interested in such activity as a symbol of the growing closeness of the United States and Canada. Nor is his work unrecognized. Recently he was singled out for unique distinction by the Michigan Department of the Veterans of Foreign Wars, which presented him with a medal for Americanism— the first time any such honor had been conferred on a Canadian citizen.

Naturally his radio work comes first. Indicative of his standing in the industry is the fact that he has been a member of the Operating Board of MBS since 1939.

Membership in the War Birds Assn. is one of the bright spots in Ted's memory book of the days of 1917 and 1918. He cut his college career short to enlist in the Royal Flying Corps, predecessor of the Royal Air Force of today. There he underwent training until he was given his lieutenant's commission in August, 1918.

Born May 25, 1898, Mr. Campeau is a native Windsorite. He was married in 1925 to a Windsor girl and they have two sons, 15 and 13. His professional connections include membership in the Rotary, Aderaft and Economic Clubs in Detroit, and the Windsor Advertising & Sales Club.

If you should start a round of golf with Ted at a radio convention or in his home bailiwick, be cautious about your bets. He shoots in the low eighties and does it fairly consistently, despite the irregularity of his appearances on the links. He enjoys golf thoroughly and nominates it as his chief hobby, followed by reading.

Personal NOTES

HAROLD M. COULTER, formerly of WKRC, Cincinnati, has been appointed sales promotion manager of KYW, Philadelphia, succeeding Lambert B. Beeuwkes, who left last month to join WXYZ, Detroit, in a similar capacity.

AUSTIN FENGER, formerly in charge of trade publicity of KFSO, San Francisco, has been named director of public relations.

JACK SOELL, member of the sales department of KXOK, St. Louis, heard his first published song, "Here's Your Hat", sung over NBC by the Ross Sisters recently.

WOODROW FIRST, formerly with International Business Machines Corp., has joined the sales staff of WCMI, Ashland, Ky. Hugh Harling, former band leader, has been named manager of WCMI's studios at Ironton, O.

MORT FLEISCHL, former account executive and radio director of W. I. Tracy Inc., New York, has joined the sales department of WMCA, New York.

ARTHUR A. NEWCOMB, commercial manager of WOCB, West Yarmouth, Mass., is the father of a baby, Sylvia.

HARRY W. BETTERIDGE, of George P. Hollingbery Co., New York, is the father of a girl born Oct. 14.

JOSEPH GOORIS, formerly advertising manager of the *St. Paul Dispatch & Pioneer Press*, has been named western manager of the Bureau of Advertising, ANPA. He succeeds Frederick Dickinson, recently appointed sales manager of the bureau. Mr. Gorris will headquarter in Chicago.

JACK WINSTON, former manager of KFAR, Fairbanks, Alaska, and recently of KFBK, Sacramento, Cal., has been appointed manager of KOH, Reno, Nev., succeeding Wallie D. Warren who has resigned to become deputy administrator of the defense savings staff for Nevada.

RALPH WARNER, formerly of the advertising staff of Montgomery Ward & Co., Chicago, has been appointed sales service manager of WBBM, Chicago, succeeding George Grant, appointed salesman.

WALTER PASCHALL, news editor of WSB, Atlanta, has been named president of the Georgia Academy of Social Sciences, succeeding Hinton Longino. Purpose of the academy is to study questions of economic, social and political importance with emphasis on Southern problems.

DAN STARR, formerly with the *Washington* (D. C.) *Post*, has joined the commercial department of KOMO-KJR, Seattle.

JACK RADFORD, Canadian Broadcasting Corp. station relations supervisor, is on a tour of Quebec and Maritime stations.

JOHN S. VAN CRONKHITE, formerly salesman of WINX, Washington, is now manager of programs of WATN, Watertown, N. Y.

EDWARD C. COONTZ, program director of KVOO, Tulsa, and Evelyn Lynne, Southern singer on NBC-Blue, were married Oct. 25 in Chicago. Miss Lynne, star of the *Breakfast Club* show, is replaced by Marion Mann.

EARL F. CORBETT, retail advertising specialist, has joined the sales staff of WCBS, Springfield, Ill.

LOUIS E. TILDEN, international sales representative for NBC shortwave stations WNBI and WRCA in Chicago, has established headquarters in NBC Chicago offices in the Merchandise Mart.

Rep. Connery Is Dead After Lengthy Illness

REP. Lawrence J. Connery (D-Mass.), 46, died Oct. 19 at his home in Arlington County, Va. He had been in ill health for several months and had been ordered by his physicians to rest. Born in Lynn, Mass., Rep. Connery was named to the 75th Congress at a special election to fill the unexpired term of his brother, the late William P. Connery, whose secretary he had been for 15 years. He was reelected to the 76th and 77th Congresses.

Rep. Connery, closely identified with passage of the Black-Connery wage-hour bill, known as the Fair Labor Standards Act, for which he was a prime mover after the death of his brother, co-author of the legislation, also was known as an outspoken critic of the radio industry and the FCC. He started several unsuccessful moves for House investigations of the FCC. His latest anti-radio activity came several months ago, during House consideration of the 1941 Revenue Act, when he plumped for a franchise tax on broadcast operations, supporting the proposal for a discriminatory radio tax made by John B. Haggerty, president of the International Allied Printing Trades Assn., and ultimately introducing separate legislation along this line.

Galvin Heads RMA

PAUL V. GALVIN, president of Galvin Mfg. Corp., Chicago, on Oct. 15 was named president of Radio Manufacturers Assn. by unanimous vote of the board of directors, meeting in New York. He succeeds former President J. S. Knowlson, who resigned Sept. 18 to become deputy director of the OPM Priorities Division. For several years Mr. Galvin has been chairman of the RMA set division, and during the last year was chairman of the important priorities committee. He will name new chairmen of the set division and priorities committee soon, it was announced.

Howard I. Milholland

HOWARD I. MILHOLLAND, 55, chorus director and former program director of NBC in San Francisco, died Oct. 21. He is survived by his widow, Eve Garcia, a pianist.

BEHIND the MIKE

BOB CARTER, chief announcer of WMCA, New York, is the father of a boy born recently.

ELEANOR TYLER, secretary to Edward Klauber, CBS vice-president, has resigned to take over the management of the Timber Trails Inn, Connecticut. No successor has been named as yet.

BLAIR WALLISER, Chicago, program producer, has been made Lieutenant Junior in the U. S. Coast Guards and will have charge of public relations in the Chicago area.

EDWARD FIELDING, formerly of WIP and WPEN, Philadelphia, has joined the announcing staff of WFIL, Philadelphia.

RILEY JACKSON, staff announcer of WIND, Gary, has been appointed station program director.

PAUL DEMPSEY and Ruth Barry, freelance script writers, have joined the continuity staff of W59C, FM adjunct of WGN, Chicago.

KATHRYN HILL, formerly of the Norfolk (Va.) Shipbuilding & Drydock Corp., has joined the program department of WTAR, Norfolk.

JOHN KLEIVE, music director of WEBC, Duluth, has written the golden anniversary song of the Normanna Male chorus, nationally known Norse choir which he conducts.

BILL HINDS, announcer of KDKA, Pittsburgh, who leads his own dance orchestra, has opened his third consecutive season at the Hotel Schenley Continental room.

LLOYD CLAY, continuity assistant of KMOX, St. Louis, has been named continuity editor replacing Larry Neville, resigned. Ellen Lee Brashear, formerly KMOX director of educational activities, has been promoted to special feature writer. Elizabeth Ann Campbell takes her place.

JOHNNY WYMER, formerly vice-president of Knox Radio Corp., Richmond, Ind., and chief announcer of WING, Dayton, O., has joined the news staff of WCMI, Ashland, Ky. John Wilcox, formerly program director of KWNO, Winona, Minn., has joined the WCMI production staff.

ROSWELL ROGERS, Hollywood script collaborator on the NBC *Lum & Abner* program, sponsored by Miles Labs. (Alka Seltzer), is the father of a boy born Oct. 20.

NORMA LINDBLOOM, J. Walter Thompson Co., Hollywood, script girl on the MBS *Three Ring Time*, sponsored by P. Ballantine & Sons (beer), and Arthur Wilde, Warner Bros. publicist, were married Oct. 11 at Las Vegas, Nev.

MEL RUICK, Hollywood announcer on the CBS *Lux Radio Theatre*, sponsored by Lever Bros., has been assigned a part in the 20th Century Fox film, "Remember the Day".

DICK JOY, CBS Hollywood announcer, is the father of a girl born Oct. 16.

LEE MARSHALL, continuity director of WBBM, Chicago, has been appointed continuity director of Russel M. Seeds Co., Chicago.

Fashion Dept.

SOMEBODY said it could only happen in Boston but when Arch MacDonald, sportscaster for WBZ-WBZA, Boston,* showed up to describe the Harvard-Dartmouth game he was wearing a cutaway coat and morning pants. It wasn't a new Harvard rule, just the fact that Announcer MacDonald had been best man at his brother's wedding and didn't have time to change, when the game was pushed up a half-hour. (*Not to be confused with Arch McDonald of WJSV, Washington.)

WAYNE STITT, for the last three years announcer of KCKN, Kansas City Kan., was to be inducted for military training on Oct. 26. Herb Kerns, has joined the full-time announcing staff of KCKN, replacing Jon Yost, who resigned to free lance in Kansas City.

LAW EPPS, chief announcer and production manager of WORD, Spartanburg, S. C., has left to join the Army.

ERNEST POND, maintenance man of WOWO-WGL, Fort Wayne, Ind., on Oct. 8 was inducted into the Army at Fort Benjamin Harrison, Indianapolis.

DOROTHY MULLEN, Fontbonne College graduate, has joined KXOK, St. Louis, as secretary in the news and publicity department succeeding Mildred Carl.

MERRITT FINCH has resumed announcing at WELI, New Haven, following honorable discharge from the Army. Richard Carlson, his replacement, has been made night news editor replacing William Dukeshire, transferred to sales. Vincent E. Palmeri, continuity director, is the father of a baby boy weighing 9 pounds 4 ounces, born Oct. 16.

LOUIS HOWARD EMICH, formerly program director of WMAM, Marinette, Wis., has joined the announcing staff of WHBF, Rock Island.

ANN DAVIS, women's commentator of WEW, St. Louis, is recuperating from a prolonged illness.

BEV DEAN, formerly director of production and promotion at WCKY, Cincinnati, has joined the production staff of WLS, Chicago.

DICK BERTRANDIAS, producer of KPO-KGO, San Francisco, left Oct. 21 for service as ensign in the Naval Reserve.

DICK WYNNE, announcer of KSFO, San Francisco, recently resigned and plans to go to Hollywood.

CLAUDE MORRIS, former production manager of KDKA, Pittsburgh, has rejoined the station's production staff after eight years free-lancing as actor, writer and producer in New York and Chicago.

STEWART MacDONALD has joined the announcing staff of CJKL, Kirkland Lake, Ont., coming from Toronto.

TRO HARPER, of the special events department of KSFO, San Francisco, has resigned to go to New York.

I. V. NEWLIN, traffic manager of KSFO, San Francisco, has resigned.

PAUL WEST, continuity writer of KSFO, San Francisco, has resigned to join the production staff of CBS in Hollywood where he will work on the *Hollywood Showcase* program. He has been succeeded at KSFO by Fred Fox, formerly of KYA.

COLEMAN ASHE, formerly of KFBI, Wichita, Kan., has joined the musical production staff of KANS, Wichita. Paul Cochran, formerly of KFBI, and Wayne Shull, from WMBH, Joplin, Mo., have been added to the KANS announcing staff.

WALTER F. HARRIS, formerly with several stations in Virginia and Georgia, and Willson Daily,, local student, have joined the announcing staff of WMFF, Plattsburg, N. Y.

JOE LEADER, formerly announcer of several Boston stations, has joined WOCB, West Yarmouth, Mass., replacing James H. Beardsley, now an ensign in the Naval Reserve.

HOWARD MARTINEAU, formerly of KHUB, Watsonville, Cal., and KLS, Oakland, has joined KSL, Salt Lake City.

KDAL

Voice of CBS in the Duluth - Superior Market---

The Twin Ports where "Defense" comes from.

From the docks of Duluth, Superior, Two Harbors and Ashland will go nearly 80,000,000 tons of ore this season - - the backbone of defense armament. As this region meets the increased demand for raw materials, so KDAL keeps pace by moving to a preferred spot on the dial - 610 with 100 watts to provide complete coverage of the rich mining and industrial regions of Northern Minnesota and Wisconsin.

With its new power and more favorable position on the dial, KDAL now delivers more than twice as many listeners in its expanded coverage area. More listeners plus complete merchandising and promotion make KDAL a "must" on any schedules.

KDAL

FREE & PETERS, INC. Exclusive National Representatives

KWKH

Response-gble Coverage of one of the nation's MAJOR MARKETS

SHREVEPORT, LA. 50,000 WATTS CBS

BRANHAM CO. REPRESENTATIVES

A SHREVEPORT TIMES STATION

Meet the LADIES

PEGGY HILL

IN THIS specialized age it's a surprise to find a radio artist like Peggy Hill (Margaret Buist McGiveney in private life), of WWL, New Orleans. Peggy's only specialization is her original thrice-weekly serial on WWL, *The Life of Peggy Hill*, but to this single show she is all things. She writes the commercials, the women's features and the entire script for the serial. She plays the lead part in the soap opera. And to make the show entirely her own she even wrote the original musical theme that introduces and closes the program. Although she has been in radio with WWL for only a year, she has established her program as a top-flight local feature of the station and herself as a star on WWL's major dramatic productions.

LYMAN BROWN, formerly of KFVD, Fort Dodge, Ia., has joined the continuity staff of WBAP-KGKO, Fort Worth, replacing Jean Campbell, who is now feminine news commentator of WBAP-KGKO.

MARTHA RYAN, of Silver City, N. M., has joined the continuity department of KTSM, El Paso, Tex. Graham Archer, from the Pacific Coast, and David Hendersosn, of Tucson, have been added to the KTSM announcing staff.

RAY STREETER, formerly of KATE, Albert Lea, Minn., has joined WMAM, Marinette, Wis., as program director. Carl Brose, formerly of WHA, Madison, has joined the WMAM announcing staff.

CALO MAHLOCK, formerly of WKBZ, Muskegon, Mich., has joined the continuity department of WOWO-WGL, Fort Wayne, Ind.

LES KEITER, announcer, formerly of KHQ-KGA, Spokane, has joined KELA, Centralia, Wash.

JACK CARSON, Hollywood m.c. of the week NBC *Signal Carnival*, sponsored by Signal Oil Co., is the father of a 10 pound boy born Oct. 14. Mrs. Carson, radio singer, is professionally known as Kay St. Germain.

LARRY KEATING, Hollywood announcer, has been signed to the weekly NBC *Bob Hope Show*, sponsored by Pepsodent Co.

ROGER GOODRICH, formerly of WEBR, Buffalo, N. Y., has joined the announcing staff of WGY, Schenectady.

CHARLES DuBOIS, formerly of KGCU, Mandan, N. D., has joined the announcing staff of KABR, Aberdeen, S. D., succeeding Bill Weaver, now with KFYR, Bismarck, N. D. Mel Baker has been named head of the KABR sports and special events department.

WYLLIS COOPER, radio writer identified with such programs as the NBC-Red *Good Neighbours* and the CBS *Spirit of '41*, on Oct. 20 starts scripting *The Story of Bess Johnson*, five times weekly serial on NBC-Red sponsored by Colgate-Palmolive-Peet Co., Jersey City, for Super Suds.

FRANK DANZIG, who formerly handled production on dramatic and variety programs of WMCA, New York, has joined the CBS production department.

MRS. ALICE BARRY, lecturer and teacher, is broadcasting on KTSM twice weekly. Program is titled *Facts & Faces in the News*, and sponsored by Standard Oil Co. of Texas.

ROGER GOODRICH, formerly of WEBR, Buffalo, has joined the announcing staff of WGY, Schenectady.

RICHARD GOODE, formerly of WIS, Columbia, S. C., recently joined the announcing staff of WORD, Spartanburg, S. C.

RALPH EDDY, announcer of WGN, Chicago, is the father of a boy, Ralph Bromley, born Oct. 11 in Hammond, Ind.

MARTIN BURKE, formerly associate editor of *Catholic Action of the South*, has been named publicity director of WWL, New Orleans.

JAY CALDWELL, formerly of WAIR, Winston-Salem, N. C., has joined WOL, Washington, replacing Don Faust, resigned.

WCAE Staff Changes

WCAE, Pittsburgh, has enlarged its promotion department, with Sumner Granby, announcer, and Herb Morrison, publicity, advanced to the promotion staff under direction of James Murray. Bill Kelly is handling publicity. Dave Olson, production manager, is leaving to join WJR, Detroit. He had been with the station 12 years. Joe Mulvihill, formerly of WCED, DuBois, and WMBS, Uniontown, has joined the announcing staff. Don Dixon has been added to the production staff. Ben Muros, engineer, also has joined the production department. His post is filled by Bob Bittner, recently of TWA.

BILL ROCHE, formerly of the NBC guest relations staff and recently with WMAM, Marinette, Wis., has rejoined WAIR, Winston-Salem, S. C. He replaces Jay Caldwell, who has joined WOL, Washington.

NELSON OLMSTED, storyteller of NBC Chicago, is the father of a boy, Ross Nelson, born Oct. 18.

CURT ROBERTS, writer and actor of WLS, Chicago, is the father of a boy, John Whitlow, born Oct. 20.

WISCONSIN RAPIDS
WFHR 1340 Kc. 250 W.
Now Affiliated with the
MUTUAL
BROADCASTING SYSTEM
You can be SURE of Coverage in Central Wisconsin with
RADIO STATION WFHR
Studios in Wisconsin Rapids, Marshfield and Stevens Point, Wis.
Let Us Send You Some Success Stories
W. F. Huffman, Owner — G. T. Frechette, Mgr.

OUR FAMILY writes us over 1,100 letters a day!

COMMERCIAL MAIL—inquiries, orders, direct sales, proofs of purchase . . . indisputable proof of a huge, responsive audience, pours into WIBW at the rate of better than 1,100 pieces a day.

HERE'S WHY—Our 5,000 watts on our enviable 580 kc frequency lays down an easy-to-listen-to signal equal to that of a 50,000 watt station in the middle of the dial.

HERE'S WHY—Every sales message carries the full force *personalized selling*. Friendly announcers and entertainers, known to our audience by their first names, sell your product by recommending it as one neighbor to another.

REMEMBER THIS! *When they write, you know they listen. When they listen to WIBW—they write!*

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

Cone Gets Post

FAIRFAX M. CONE, vice-president in charge of the San Francisco office of Lord & Thomas, and formerly head of the agency's copy department, has been appointed chairman of the plan board of Lord & Thomas to headquarters in New York, as of Dec. 1. Succeeding him will be Eugene I. Harrington. The agency announced appointment of Walter Weir as copy chief of the New York office. Mr. Weir joined the agency earlier this year, coming from J. M. Mathes Inc., New York, where he headed the copy department.

L. E. WATERMAN Co., New York, has been charged by the Federal Trade Commission with misleading advertising claims for Waterman's fountain pens in an FTC complaint announced Oct. 23.

New Kastor VP

WESTON HILL, copy director of H. W. Kastor & Sons, Chicago, has been elected vice-president and creative director. Mr. Hill, who is also a short story writer of note, was formerly on the New York copy staff of Blackett-Sample-Hummert and before that with Ruthrauff & Ryan, New York. During the last war, Mr. Hill served on the *USS Nicholson* which captured the famous underseas raider, U-58, and engaged in a running sea battle with the U-62 commanded by the famed Count Von Luckner. After serving for a year on the *Nicholson*, Mr. Hill was appointed to Annapolis, later receiving a commission.

Mr. Hill

Free Time, Paid Space For Maritime Campaign

FREE radio time and paid newspaper space are being used by the U. S. Maritime Commission in a recruiting campaign for the merchant marine Cadet Training Service, starting Oct. 17 and ending in mid-November. The newspaper campaign, termed a test by the Maritime Commission and handled by Kenyon & Eckhardt, New York, at present extends only to New York and several other eastern cities.

Using free time, the Commission on Oct. 22 set a quarter-hour show on WNYC, New York, followed on Oct. 25 by another quarter-hour, *Manning Our Merchant Marine*, on NBC-Red. During the week of Nov. 3 programs have been planned on a special 80-station hookup arranged by the Office of Government Reports, covering 40 states. Plans also include use of time on stations in the New Orleans and San Francisco areas before the present campaign concludes.

KRAFT CHEESE Co., Chicago, has been asked by Connie Boswell, vocalist on the weekly NBC *Kraft Music Hall*, for either a release from her current contract or an indefinite leave-of-absence to be taken at a date mutually agreed upon. Miss Boswell postponed personal appearances when she joined the radio series and now plans to fulfill those engagements.

Agencies

JOHN P. COHANE, former account executive of Sherman K. Ellis & Co., Chicago, has joined Blackett-Sample-Hummert, Chicago. Mr. Cohane was at one time Dayton office manager of Lord & Thomas and before that account executive of J. Walter Thompson Co., New York.

STEWART-McINTOSH, Vancouver agency, has opened a branch at Victoria, B. C., under the management of Ernest Evans, of the Vancouver office.

MARJORIE DUHAN, former secretary to Mitchell Benson, who resigned as commercial program manager of WOR, New York, to join J. M. Mathes Inc., New York, has resigned to work on the staff of Frank Fay, radio comedian. New secretary to Thomas Moore Jr., who has taken Mr. Benson's place at WOR, is Loretta McEvoy, formerly in the production office of the station's program department.

LINCOLN HOBSON, copywriter of Russel M. Seeds Co., Chicago, has been transferred to the agency's New York office as copy editor.

BILL BROWN, sports editor of WHO, Des Moines, is the father of a girl born Oct. 9.

LUCILLE WEBSTER, business manager of the radio department of Ted Bates Inc., New York, has returned after a four-month absence due to an operation.

WARREN-ROSS ADV. AGENCY has been formed by Arthur S. Warren and Ralph A. Rosenberg ith office at 6 E. 45th St., New York. Telephone is Murray Hill 2-0093.

ED RICE, J. Walter Thompson Co., Hollywood writer on the MBS *Three Ring Time*, sponsored by P. Ballantine & Sons (beer), has been made producer of the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co.

IRVING FROMER, New York manager of Mitchell Hamilburg Agency, talent and production service, has been transferred to the Hollywood offices for a five-month period.

JOHN F. PRICE, of the Chicago office of Sherman K. Ellis & Co., has been elected a vice-president.

CHESTER LA ROCHE, New York president of Young & Rubicam, is on the West Coast for conferences with Tom Lewis, Hollywood manager. Mr. Lewis will accompany Mr. La Roche back to New York.

WCAE PITTSBURGH
MUTUAL NETWORK
A NEW Hook-up
for everyone's Mutual Advantage!

• A new "program-interest" for WCAE listeners —the largest station-following in Pittsburgh.

• 46 new, entertaining, local-built, live-talent shows—8 of which are fed to MUTUAL.

• Exclusive broadcasts of PITT football games —outstanding sports events in Pittsburgh.

• Exclusive broadcasts of the Pittsburgh Symphony Concerts—outstanding musical events.

• These PLUS attractions, together with MUTUAL shows and features add up to a brand new listening thrill for Pittsburghers—and how they're enjoying it!!!

And that's only part of the story. For complete information as to time and program availabilities consult—

The KATZ Agency • National Representatives
500 Fifth Avenue New York, N. Y.

WCAE PITTSBURGH, PA.
5000 Watts • 1250 K.C.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives

ADLEY EXPRESS Co., one of the leading motor carriers operating in New England, operating in six States with 14 terminals, has signed to sponsor Phil Buxbaum Jr.'s nightly sports program six times weekly on WELI, New Haven, aiming its commercials at creating goodwill and furthering the aims of the motor transport industry as a whole. Signing up the *Adley Sports Program*, believed to be one of the first ever sponsored by a freight carrying concern of this type, are (l to r): Daniel Adley, president of the firm; George Bronson, WELI salesman; Michael L. Adley, secretary-treasurer of the firm; F. W. Stairwalt, Adley, general manager; Phil Buxbaum Jr.

AGENCY Appointments

SUPERIOR PORCH Co., Mamaroneck, N. Y., to Mason L. Ham Adv., Boston. Said to use radio.

BLUE MOON FOODS, Thorp, Wis., to Reincke-Ellis-Younggreen & Finn, N. Y.

MILTON BRADLEY Co., Springfield, Mass. (games), to Wm. B. Remington Co., Springfield.

EARL E. MAY SEED Co., Shenandoah, Ia., to Cary-Ainsworth, Des Moines.

WASHINGTON STATE PROGRESS COMMISSION, Olympia, Wash., to McCann-Erickson, Seattle.

CALIFORNIA & HAWAIIAN Sugar Refining Co., Chicago, to Bowman-Deute-Cummings, San Francisco, for West Coast advertising; to Rogers & Smith, Chicago, for Midwest.

CELLOWAX Co., Baltimore, to Courtland D. Ferguson Inc., Washington.

MOHAWK COACH LINES, New York, to Deutsch & Shea, that city no radio plans.

MIKE LYMAN'S GRILL, Los Angeles (chain restaurant), to Milton Weinberg Adv. Co., that city. Currently sponsoring a six-weekly quarter-hour newscast on KFWB, Hollywood.

SYLVANIA Corp., New York (radio tubes, incandescent and fluorescent lamps), to Arthur Kudner Inc., New York. Plans not yet formulated.

CORNING GLASS WORKS, Corning, N. Y. (Steuben art glassware), to Hartwell Ayles Adv., N. Y. No radio contemplated.

JOHNSON SALES Co., Hagerstown, Md., to Wettlin & Co., Camden, N. J., for its line of Ezol and other drug products.

TREESWEET PRODUCTS Co., Santa Ana, Cal. (lemon juice), to Armand J. Hanson Adv., that city.

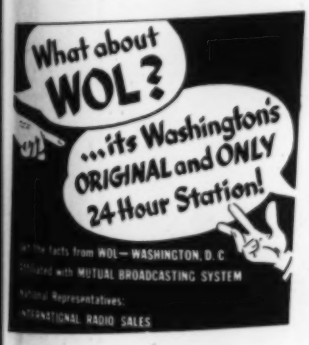
AMERICAN CHICLE Co., Long Island City, N. Y. (Beeman's Pepsin gum), to Grant Adv. Inc., Chicago. Radio will be used, probably with an expanded schedule after Jan. 1.

ORANGE CRUSH Co., Chicago (soft drink beverages), to Aubrey, Moore & Wallace, Chicago.

Opens Los Angeles Office

PAN-AMERICAN Broadcast Sales Co., which controls all production, program and sales policies of XEAU, Auga Caliente, Mexico, has established business offices at 1052 W. Sixth St., Los Angeles. Firm is headed by Rex Duncan as president, with G. E. Duncan secretary-treasurer. Dae Lantz is commercial manager and Alan Cameron program and production director. New 10,000-watt station is scheduled to start operating in early November on 1470 kc.

HERB RINGGOLD, radio director of Philip Klein Adv. Agency, and Wally Sheldon, announcer of WCAU, have replaced James Allan and Joseph T. Connolly as instructors for the radio by The Junto, new adult school in Philadelphia.


What about WOL?
...its Washington's ORIGINAL and ONLY 24-Hour Station!
Get the facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
INTERNATIONAL RADIO SALES

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES
Is Rounding Out the Busiest Year in Its Fifteen Years of Existence. Advertisers Would Be Well Advised to Make Their Fall and Winter Bookings AT ONCE.
U. S. Representatives:
WEED & COMPANY
New York City

NORTH CAROLINA IS THE SOUTH'S NO. 1 AGRICULTURAL STATE!

CASH INCOME and GOV'T PAYMENTS
(IN MILLIONS)

NORTH CAROLINA

AVERAGE OF NINE OTHER SOUTHERN STATES

Source: — Department of Agriculture, 1940

WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives

Purely PROGRAMS

LISTENERS are invited to pay a penny to listen to *The Penny Playhouse*, new weekly dramatic series featuring original Caleb O'Henry plays on WWDC, Washington. Collected pennies go to the Lions Club charity fund. During a coming play, it is planned to offer a prize to the first person solving the murder mystery situation outlined in the drama.

* * *

Far East

TO PROVIDE understanding of the peoples of the Far East, and to explain the interests America has at stake and the crisis that confronts the United States will be the purposes of *Spotlight on Asia*, to start on CBS Nov. 3, in cooperation with the American Council of the Institute of Pacific Relations.

News, Then Views

SPONTANEOUS on - the - spot opinions of current news is the newest angle on quiz sessions, as used by Newscaster Rye Billsbury on *What's Your Opinion* sponsored by Marks Credit Clothing Co. five days weekly on WJJD, Chicago. Program starts with five minutes of news from a broadcasting booth in the Telenews Theater, after which Billsbury uses a roving mike to pick up the crowds' opinions of news items just aired.

Canada's Troops

BROADCASTS in which the Canadian troops in the Dominion take part have been instituted at the Toronto studios of the Canadian Broadcasting Corp. for network airing. *At Manning Depot*, Friday evening show, gives young flyers-in-training a close-up of several of Canada's leading radio performers. Each week in a pre-broadcast warm-up, the boys pick their own candidate for radio fame and he takes his place on the program to do one singing number. *Musical Grab Bag*, a Monday evening show from the CBC Playhouse, has an audience of soldiers, sailors and flyers. One of the men in uniform picks a tune out of hat, names the orchestra player he wants to do the solo break, answers a few questions and signs off the program.

* * *

Ships and Guns

BATTLESHIPS and big guns talk in the new dramatic series, *Our New Army & Navy*, broadcast each Sunday by WCAU, Philadelphia. Each program tells a story of one branch of the Army and one branch of the Navy, its equipment. its manpower and its missions. Written and produced by Joe Gottlieb and Joe Connolly of the station staff, the programs are broadcast from the WCAU studios, employing a large cast of professional dramatic talent and Joey Kearns' studio orchestra.

* * *

House Hunters

THE SEARCH for a home outside New York by a couple tired of apartment life in the city is the background for the NBC-Blue series *House in the Country*, which starts Oct. 27 as a five times weekly morning program.

* * *

Trading Post

TRADING POST recently was started by Austin Fenger editor of the *Farm Journal*, on KSFO, San Francisco, to aid farmers in finding customers for commodities or articles they wished to sell or trade.

On With the Show

THE CAST of *Bulldog Drummond*, mystery drama on MBS, went on with rehearsal Oct. 19 in Mutual's Radio Playhouse on the New Amsterdam Theatre, New York, despite the fact they had witnessed a scene far more realistic than the one they were rehearsing. From a fire escape just outside the Playhouse a 20-year-old youth had staged a suicide attempt after tossing a nickel to a WOR electrician, saying "call an ambulance—you're going to need it." New York police dragged the youth from his eighth floor perch. The cast went on rehearsing its murder mystery.

American Music

COMPLETE picture of the well-known and infrequently-heard orchestral, choral and chamber-music works written by Americans in the last 100 years, tracing through them the various steps in the growth of style, while at the same time indicating the development of varying schools of thought in American music today, will be presented in *Milestones in American Music*, to start Oct. 28, 4-4:30 p.m. on CBS. The new weekly series, 22 programs in all, will be presented through the cooperation of the Eastman School of Music, Rochester.

* * *

Topics of the Day

DIRECTED particularly to social science classes in junior high schools, high schools and junior colleges is the new weekly *Current Events*, released by KGO, San Francisco, with Newscaster Bill Wood voicing the production. Current events are discussed during the broadcasts, along with historic and background material.

* * *

Pages' Program

PAGE BOYS of CBS are presenting *Half Hour Before Midnight*, a series written, produced, directed, acted, announced, etc., by themselves on WBNX, New York. CBS, which could not clear time for the group, has donated studio space and an engineer for rehearsals.

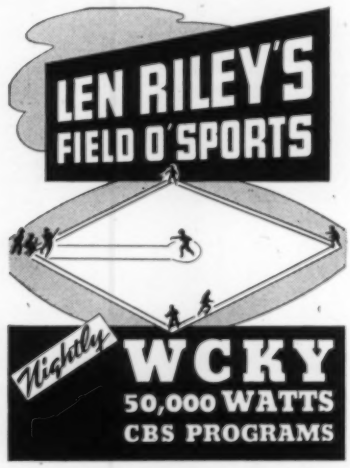
* * *

Fifth Columnists

ACTIVITIES of fifth column and anti-democratic forces in the United States are exposed and discussed by Bryce Oliver, news commentator of WEVD, New York, in a thrice-weekly series presented on WEVD under the auspices of the Friends of Democracy.

"TAKE A CRACK AT THE BIG BUYING POWER OF THE RED RIVER VALLEY! WDAY IS THE ONLY WEAPON YOU NEED—THE ONLY STATION THAT DOMINATES THE ENTIRE RED RIVER VALLEY AUDIENCE!"

WDAY FARGO, N. D. 5000 WATTS - NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES



Nightly WCKY
50,000 WATTS
CBS PROGRAMS

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Merchandising & Promotion

Armour's Jewelry—Preserved by Platter—Display For FM—Speeches for FM—Tacks

"AN EXCITING NEW piece of costume jewelry valued at $1.25" is being offered by Armour & Co., Chicago, to listeners of CBS *Treat Time*. "A beautiful jeweled pin of new luxury, new beauty with a graceful design of bow-knot and flowers in a 2½-inch spray of genuine gold plate touched by an artist's hand.

"And for dramatic excitement," continues the copy cooingly, "there are three scintillating Lucinore simulated moonstones dancing with hidden light and fire . . . iridescent stones that magically take on the color of any costume." All this and heaven too for 25 cents and label recipe from the top of a can of Treet. Lord & Thomas, Chicago, directs the Armour account.

Later by Disc

A SPECIAL SERVICE to enable radio editors, reviewers and critics to hear via transcription any shows they may have missed when originally aired, has been set up by the WOR, New York, press department under supervision of Jerry Danzig, publicity director. Starting last Tuesday, two-hour sessions, at which discs of any programs transcribed by WOR are played on request, are being conducted on alternate weeks at the station's studios. Idea was originated after noting what "appears to be a trend towards more radio criticism and the problem involved in catching so many new shows or rechecking the old ones", Mr. Danzig stated.

Orchestra Displays

PHILADELPHIA Orchestra Series, heard on the Yankee-Colonial FM stations, W43B, Boston, and W39B, Mt. Washington, N. H., gets a boost through 11 display cards with removable program cards set up in theaters and entertainment areas throughout Boston.

FM Boosters

OFFICIALS OF WGN, Chicago and W59C, FM adjunct, are speaking before various Chicago groups as part of a campaign to educate the public on the advantages of FM reception. Chief Engineer Carl Meyers recently addressed a group of executives of Marshall Field department store; Producer Lou Jackobson spoke to 60 executives of Commonwealth Edison Co.; and Engineer Art Avery addressed 175 members of Hamfesters Club. Other speaking engagements are scheduled.

* * *

School Recordings

CREATING goodwill in the communities serviced by WSBT, South Bend, Ind., the station each week sends Mark Boyden, director of special programs, and Herb Cole, chief engineer, to a different high school. After addressing a student assembly, transcriptions are made of teachers and students. The discs are played the following evening.

* * *

Ranger at Store

PLUGGING the *Texas Ranger* program of WDAY, Fargo, N. D., the Texas Ranger makes personal appearances several times weekly at the sponsor's stores in the district. A special car with lettering on all sides publicizing the program is furnished for the trips to the stores, where the Ranger sings songs and entertains.

* * *

Tacks of Brass

WITH the admonition, "Let's get down to brass tacks about your selling", the latest direct-mail piece of WIBW, Topeka, Kan., is built around an inch-square chunk of plywood in which are stuck a pair of genuine brass tacks. The promotion message is carried on a large paper card tied to the wooden block.

BROCHURES

NBC—Illustrated brochure, *The Nation's Bulletin Board of Agriculture*, chronicling history and development of *Farm & Home Hour*.

KARK NBC RED
LITTLE ROCK "Arkansas' Preferred Station"
IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising
ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.
5000 WATTS
920 Kc
MEMBER SQN: KARK - KTBS - KWKH - WJDX - WMC
NATIONAL REPRESENTATIVE EDWARD PETRY & CO.

WHEN YOU SEE *this*—

Only then YOU'LL SEE A LOWER COST THAN WTAM'S $.000073 *per* FAMILY

WTAM, with its Primary Coverage Area of over a million and a quarter families, not only reaches more families but costs less per family. To get at comparative costs, divide the 15 minute daytime rate of each Cleveland Station by the number of families each claims in its Primary Area. But don't stop there! Go a step farther. Take any Survey . . . and compare the number of actual listeners each station has all day, all night, all week. WTAM leads. The lowest "cost per ear" station in Cleveland. That's why WTAM is first choice with smart time buyers, coast to coast.

WTAM
CLEVELAND·OHIO
50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, New York

O'Cedar Corp., Chicago (polish), 3 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Skinner & Eddy Corp., New York (Minute Man Soup), 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Penick & Ford, New York (My-T-Fine desserts), 5 *sa* weekly, thru BBDO, N. Y.
Roma Wine Co., Fresno, Cal., weekly *sp*, thru Bermingham, Castleman & Pierce, N. Y.
Beaumont Co., St. Louis (4-Way cold tablets), 3 *sp* weekly, thru H. W. Kastor & Sons, Chicago.
Carter Products, New York (liver pills), 5 *sp* weekly, thru Street & Finney, N. Y.
Berkshire Knitting Mills (women's stockings), Reading, Pa., 5 *sp* weekly, thru Geare-Marston, Philadelphia.
Barbara Gould Inc., New York (cosmetics), 3 *sp* weekly, thru Lord & Thomas, N. Y.
Ward Baking Co., New York (Tip Top Bread), *sp*, 6 *sa*, weekly, thru J. Walter Thompson Co., N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

WFHR, Wisconsin Rapids, Wis.

Marlin Firearms Co., New Haven, 3 *ta* weekly, thru Craven & Hedrick, N. Y.
Van Camps Inc., Indianapolis (food products), 12 *ta* weekly, placed direct.
Pen Man, Chicago (pens), 3 *sp* weekly, thru United Broadcasting Co., Chicago.
Compagnie Parisienne, San Antonio (perfumes), 6 *ta* weekly, thru Northwest Radio Adv. Agency, Seattle.
Good & Reese Nursery, Springfield, O., 6 *sp* weekly, thru Leo Boulette Agency, Springfield.
Kroydon Pipe Co., Chicago, 6 *sa* weekly, thru Neal Adv., Chicago.

KFI, Los Angeles

National Funding Corp., Los Angeles, weekly *sp*, thru Smith & Bull Adv., Los Angeles.
Bosco Co., N. Y. (milk amplifier), 3 *t* weekly, thru Kenyon & Eckhardt, N. Y.
Beaumont Labs., St. Lous (4-Way cold tablets), 9 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Thomas Leeming & Co., New York (Baume Bengue), 10 *ta* weekly, thru Wm. Esty & Co., N. Y.
Campbell Cereal Co., Northfield, Minn., (Malt-O-Meal), 8 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

WRC, Washington

Beaumont Labs., St. Louis (proprietary), 100 *ta*, thru H. W. Kastor & Sons, Chicago.
Buick Motor Co., Flint, Mich., *sa* series, thru Arthur Kudner, N. Y.
Carleton & Hovey Co., Lowell, Mass. (Father Johns), 156 *sa*, thru John W. Queen, Boston.
Wheatena Co., Rahway, N. J. (cereal), 130 *t*, thru Compton Adv., N. Y.

KOA, Denver

Olson Rug Co., Chicago (rugs), 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
RCA Mfg. Co., Camden, N. J., 4 *sa* weekly, direct.
Cinder Concrete Products, Denver, 2 *sp* weekly, thru Raymond Keane Adv. Agency, Denver.

KECA, Los Angeles

Fisher Flouring Mills Co., Seattle (Biscuit mix, wheat germ), 2 *sp* weekly, thru Pacific National Adv. Agency, Seattle.
Canada Dry Ginger Ale, New York, weekly *sa*, thru J. M. Mathes Inc., N. Y.

KGNO, Dodge City, Kan.

Shaler Co., Waupun, Wis. (motor oil), 7 *ta* thru Kirkgasser-Drew Adv. Agency, Chicago.
United Drug Co., Boston (Rexall sale), 4 *t*, thru Spot Broadcasting, N. Y.

KSFO, San Francisco

Vick Chemical Co., Greensboro, N. C. (Vaporub), 3 *sa* weekly, thru Morse International, N. Y.
Miller Brewing Co., Milwaukee, 3 *sp* weekly, thru H. C. Mulberger Inc., Milwaukee.
Chrysler Motors (Dodge Division), Detroit, 8 *ta*, thru Ruthrauff & Ryan, San Francisco.
Hecker Products Corp., New York (H-O Oats), 5 *t* weekly, thru Maxon Inc., N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (chewing gum), *ta* series, thru Newell-Emmett, N. Y.
General Motors Corp., Detroit (Chevrolet), 33 *sa*, thru Campbell Ewald Co., Detroit.
Gas Appliance Society of California, San Francisco, 24 *sp*, thru Jean Scott Frickelton, San Francisco.
Regal Amber Brewing Co., San Francisco, weekly *sp* and *sa*, thru M. E. Harlan, San Francisco.
Wheatena Co., Rahway, N. J. (cereal), 5 *t* weekly, thru Compton Adv., N. Y.
Sunnyvale Packing Co., San Francisco (Rancho soups), 5 *ta* weekly, thru Lord & Thomas, San Francisco.
Buick Motor Co., Flint, Mich., *ta* series, thru Arthur Kudner, N. Y.

WHBF, Rock Island

Fels & Co., Philadelphia (soap), 18 *sa* weekly, thru S. E. Roberts Inc., Phila.
Nehi Corp., Columbus, Ga. (Royal Crown), 3 *sa* weekly, thru BBDO, N. Y.
Willard Tablet Co., Chicago (proprietary), 3 *sp* weekly, thru First United Broadcasters, Chicago.
Consolidated Cigar Corp., New York (Harvester), 3 *t* weekly, thru Erwin, Wasey & Co., N. Y.
40 Fathom Fish Inc., Boston, 6 *ta* weekly, thru Alley & Richards Co., Boston.
Chicago Motor Club, Chicago (service), 3 *sp* weekly, thru Aubrey, Moore & Wallace, Chicago.
Chicago Daily News, Chicago (circulation), 3 *sp* weekly, direct.

WLAW, Lawrence, Mass.

Penick & Ford, New York (My-T-Fine), 87 *ta*, thru BBDO, N. Y.
Beach Soap Co., Boston, 360 *sa*, thru Badger & Browning, Boston.
Beaumont Labs., St. Louis (proprietary), 100 *ta*, thru H. W. Kastor & Sons, Chicago.
Alexander Smith & Sons Carpet Co., Yonkers, N. Y., 5 *ta* weekly, thru Anderson, Davis & Platte, N. Y.
Ludens Inc., Reading (cough drops), 3 *ta* weekly, thru J. M. Mathes Inc., N. Y.
Musterole Co., Cleveland, 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.

WMAL, Washington

J. H. Filbert Inc., Baltimore (margarine), 13 *sa*, thru Courtland D. Ferguson Inc., Washington.
Tru-Ade Bottling Co., Los Angeles, daily *sa*, thru Beaumont & Hohman, Los Angeles.

WATN, Watertown, N. Y.

Wm. Wrigley Jr. Co., Chicago (chewing gum), 5 *t* weekly, 13 weeks, thru Arthur Meyerhoff & Co., Chicago.

KGKO, Fort Worth-Dallas

Pilgrim National Insurance Co., Chicago, 13 *t*, thru J. L. Stewart Agency, Chicago.
Jax Beer Co., Houston, 104 *sp*, 25 *sa*, thru Anfenger Adv. Agency, St. Louis.
Studebaker Corp., South Bend, Ind., 24 *sp*, thru Roche, Williams & Cunnyngham, Chicago.
Fashion Frocks, New York (women's clothing), 12 *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Waltham Pen Co., Chicago (fountain pens), *sp* series, thru United Adv. Cos., Chicago.
Dr. W. B. Caldwell, Inc., Monticello, Ill., 520 *ta*, thru Sherman & Marquette, Chicago.
Campbell Cereal Co., Northfield, Minn. (Malto-meal), 115 *sa*, thru H. W. Kastor & Sons, Chicago.
Dr. Hess & Clark, Ashland, O., (poultry remedies), 156 *sa*, thru N. W. Ayer & Son, N. Y.
Ex-Lax Inc., Brooklyn, 68 *t*, thru Joseph Katz Co., N. Y.
Lydia E. Pinkham Medicine Co., Lynn, Mass., 6 *t* weekly, thru Erwin, Wasey & Co., N. Y.

KINY, Juneau Alaska

Bulova Watch Co., New York, 6 *sa* weekly, thru Biow Co., N. Y.
Standard Brands, New York (Chase & Sanborn coffee) weekly *sp*, thru J. Walter Thompson Co., N. Y.
Hudson Bay Fur Co., Seattle, *sa* series direct.
Kraft-Phenix Cheese Co., Montreal, weekly *sp*, thru J. Walter Thompson Co., Montreal.
Libby, McNeill & Libby, Chicago, 6 *sp* weekly, thru J. Walter Thompson Co., Chicago.
Postal Telegraph Co., New York, 6 *sa* weekly, thru Biow Co., N. Y.
Southern Pacific Co., San Francisco (transport), 6 *sa* weekly, thru Lord & Thomas, San Francisco.
Western Cartridge Co., E. Alton, Ill., *sa* series, thru D'Arcy Adv. Co., St. Louis.
R. J. Reynolds Tobacco Co., Winston-Salem (Camel), 6 *sa* weekly, thru Wm. Esty & Co., N. Y.
Alaska Steamship Co., Seattle (transport), 6 *sp* weekly, thru Beaumont & Hohman, Seattle.
Wm. H. Wise & Co., New York (books), *sa* series, thru Northwest Radio Adv. Co., Seattle.
Alaska Life magazine, Seattle, weekly *sp*, thru Northwest Radio Adv. Co., Seattle.
Real Cream Inc., Seattle (dairy products), 3 *sa* weekly, thru Botsford, Constantine & Gardner, Seattle.
Gardner Nursery Co., Osage, Ia. (plants), 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.
Gospel Broadcasting Assn., Los Angeles (religious), weekly *t*, thru R. H. Alber Co., Los Angeles.
Great Northern Railway Co., Seattle (transport), 3 *sa* weekly, thru Bronson West, St. Paul.

WAGA, Atlanta

American Cigarette & Cigar Co., New York (Pall Mall), 390 *sa*, thru Ruthrauff & Ryan, N. Y.
Jewel Tea Co., Barrington, Ill., 2 *sa* daily, thru Schwab & Beatty, N. Y.
Chevrolet Motor Co., Detroit, 20 *sa*, thru Campbell-Ewald Co., Detroit.

Z NET, THREE STATIONS CONNECTED BY PERMANENT LINES

SECOND RATE CARD OF NBC SHORTWAVE

NBC's International Division has issued rate card No. 2, effective Sept. 1, 1941, covering its service through WRCA and WNBI to the West Indies, Central and South America. Although the two international stations have increased power from 25,000 to 50,000 watts since rate card No. 1 was issued March 1, 1940, no increase in rates has been effected, the only change being in the total number of daily hours of broadcasting, now eight instead of nine, and the actual times available for broadcast.

For Spanish broadcasts, the Class A time is now 7-10 p.m. at $300 per hour; Class B, 4-5:15 p.m. at $225, and Class C, 11 p.m. to 12 midnight at $150. Portuguese programs at $180 per hour are available between 5:15 and 7 p.m., while English programs remain available between 10 and 11 p.m. at $200 per hour. All times are EST.

In view of the establishment of NBC's Pan American Network since the last rate card was issued, the new card carries the statement that "WRCA and WNBI programs can be rebroadcast locally over any NBC Pan American Network stations where concentrated coverage is desired in any part of Latin America."

Station List Is Selected For Campaign by A & P

GREAT ATLANTIC & PACIFIC TEA Co., New York (Bokar, Red Circle, Eight O'Clock coffee), is using nine transcribed one-minute announcements and live chain-breaks weekly on 63 stations throughout the country, to promote the company's coffee brands. Campaign runs through November. Agency is Paris & Peart, New York. Station list includes:

WHN	WAPO	KRMD	WCAE
WQXR	WRBL	KCMC	WSYR
WGY	WNOX	WACO	WFBL
WBZ-A	WMAZ	WNBR	WKBN
WJAR	WSGN	WIOD	WMFJ
WCSH	WJBY	WTOC	WJR
WLBZ	WJHP	WWL	WWJ
WTIC	WSFA	WFBG	WHAS
WBAL	WBT	WBEN	WGN
KYW	WSOC	WGR	WENR
WRVA	WWNC	WHK	WMAQ
WTAR	WIS	WTAM	WBBM
WGBI	WBIG	WBNS	WHO
WNBR	WPTF	WCOL	WDAF
WAGA	KRLB	KQV	KSD
WRDW	KGKO	WJAS	

OEM Discs Ready

DRAMATIZED transcriptions of Douglas Miller's best seller *You Can't Do Business With Hitler* will be available to stations, in about two weeks according to Bernard Schoenfeld, director of radio, Office of Emergency Management. Rights to the book have been assigned exclusively to OEM which will distribute the discs to approximately 400 stations.

FTC Stipulations

JOSEPH JACOBS AGENCY, New York, has stipulated with the Federal Trade Commission to stop certain representations for Cocomalt in advertising for the agency's client, R. B. Davis Co., Hoboken, N. J. Battle Creek Food Co., Battle Creek, Mich., also has stipulated with the FTC to stop certain representations for Lik-Lax and Lacto-Dextrin. Ford Motor Co., Dearborn, Mich., has been ordered by the FTC to stop misleading representations of prices in the sale of Ford passenger automobiles.

Radio Advertisers

CLICK Magazine, New York, used stations in New York, Philadelphia, Washington, San Francisco and Los Angeles to announce an article, described as a scoop, telling about *Tanaka Memorial*, Japanese book calling for crushing of the United States.

NORTH AMERICAN ACCIDENT Insurance Co., Newark, consistent users of news programs, on Oct. 20 started a thrice-weekly summary of the news, Monday, Wednesday, and Friday, 6:55-7 a.m., on WABC, New York. Franklin Bruck Adv. Corp., New York, handles the account.

CONSOLIDATED DRUG Trade Products (proprietary), Chicago, has started on WBBM, Chicago, an early morning full-hour program of transcribed hillbilly talent, *Cousin Emmy & Her Gang*, six days a week. Agency is Benson & Dall, Chicago.

DELEHANTY INSTITUTE, New York (educational), on election day, Nov. 4 will sponsor the New York City election returns on WWRL, that city, from 7 p.m. to 2 a.m. Delehanty has been participating on *Pat Barnes*, three times weekly on WEAF, New York. Agency is Atherton & Courrier, that city.

GENERAL ELECTRIC Co., Schenectady, in a special Southern California campaign to promote distribution of FM receiving sets, is sponsoring a five-weekly five-minute transcribed program titled, *Swing to FM*, on KHJ, Hollywood. Contract is for 13 weeks. Series features swing versions of classical musical numbers. Agency is Maxon Inc., New York.

A. GOODMAN & SONS, New York (noodle soup), on Oct. 20 began participations in *Mary Margaret McBride*, Monday through Friday on WEAF, New York, at the same time placing transcribed spot announcements on WNEW, that city, through Al Paul Lefton Co., New York. Company is also carrying transcribed announcements five time weekly for 10 weeks on WINS, New York, through J. W. Pepper Inc., that city.

PONTIAC DEALERS' CLUB of Southern California, Los Angeles, in a 30-day campaign ending Oct. 30 is using a total of 810 day and night spot announcements on 9 stations, KHJ KGB KDB KPMC KXO KFVM KVOE KVEC KOY. Agency is MacManus, John & Adams, Detroit.

FEDERAL LIFE & Casualty Insurance Co., Los Angeles, on Oct. 19 started for 52 weeks sponsoring a six-weekly quarter-hour newscast on KRKD, that city. Firm's current radio schedule also includes a five-weekly quarter-hour news program and a thrice-weekly 15-minute show, *General Quiz*, with Don Rose m.c., on KFWB, Hollywood. In addition, a weekly quarter-hour program also featuring Rose and titled *One Man's Opinion* is sponsored on KECA. Continental Adv. Agency, Los Angeles, has the account. Jules Ruben is account executive.

KERR BROS., Toronto (candy), has started a Saturday afternoon *Swing Club* hour program of request numbers on CKOC, Hamilton, Ont., and has renewed *Hit Tunes in Review* on four eastern Canadian stations. Account was placed by Ellis Adv. Co., Toronto.

PREMIER SHIRT & SPORTSWEAR, Toronto, has started *Strange as It Seems* transcription feature Sundays on CJCB, Sydney, N. S.; CHNS, Halifax; CFNB, Fredericton, N. B. Account was placed by Ellis Adv. Co., Toronto.

PINEX Co., Toronto (cough remedy), has started three weekly spot announcements on a large number of Canadian stations. Account was placed by Russel M. Seeds Co., Chicago.

PUBLIC FINANCE Corp., Winnipeg, has started spot announcements on CKCL, Toronto. Account was placed direct.

DR. W. B. CALDWELL Inc., Monticello, Ill. (Caldwell's Laxative Senna), has started a live quarter-hour program, *Caldwell's Mountain Theater*, five days a week for an indefinite period on WLS, Chicago. Agency is Sherman & Marquette, Chicago.

BLUE MOON FOODS Inc., Thorp, Wis. (cheese spreads), on Oct. 27 adds transcribed one-minute jingle announcements featuring Phil Stewart as narrator with a background of novachord music to its participation on *June Baker Home Management* thrice weekly on WGN, Chicago. Other markets will be added later. Agency is Reincke-Ellis-Younggreen & Finn, Chicago.

YOUNGEST AND OLDEST tie up as L. S. Donaldson Co., oldest Minneapolis department store, signs a contract with WLOL, the city's youngest station. New booking, making Donaldson the largest store user of radio time in the Twin Cities calls for 8¼ hours weekly over the station and runs for a year. Seated (l to r) are Wally Husted, general manager of WLOL; Dave Sanders, sales promotion manager of Donaldson, Fred Laws, sales manager of the station; standing, Nate Kornhauser, advertising manager of the store.

WALGREEN Co., Chicago (drug chain), on Oct. 18 added two five-minute news broadcasts to its weekly schedule on WENR, Chicago, making a total of 14 each week, for 52 weeks. Agency is Schwimmer & Scott, Chicago.

SEAL-COTE Co., Hollywood (nail polish protector), through Buchanan & Co., Los Angeles, on Nov. 1 starts for 13 weeks, using six announcements weekly on WOV, New York.

COAST FEDERAL SAVINGS & Loan Ass'n., Los Angeles (investments), is sponsoring a thrice-weekly quarter-hour newscast on KHJ, Hollywood. Contract is for 52 weeks, having started in early October. Firm also sponsors five weekly participation in *Norma Young's Happy Homes* and *Eddie Albright*, on that station, as well as similar participation in *Art Baker's Notebook* on KFI, Los Angeles and a five weekly quarter-hour newscast on KFWB, Hollywood. An extensive radio campaign for the late fall reinvestment period is slated for November. Robert F. Dennis Inc., Los Angeles, has the account.

MAJESTIC THEATRE, New York, is using 12 one-minute announcements weekly for 13 weeks on WOR, WHN and WINS, New York, to promote "Viva O'Brien", musical comedy. Business was placed through Blaine-Thompson, New York.

BLOOMINGDALE'S, New York (department store), periodic users of radio, starting Oct. 21, is sponsoring a Monday-through-Friday fashion show, *B-Lines to Bloomingdale's*, 8:45-9 a.m., on WOR, New York.

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

When you think of SPOTS... think of John Blair!
JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

Only Station Serving Greater New Orleans
24 Hours Daily . . .
WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

590 KC
WKZO
5000 WATTS
1000 WATTS AT NIGHT
COLUMBIA'S EXCLUSIVE OUTLET FOR WESTERN MICHIGAN
DOMINATING MICHIGAN'S SECOND LARGEST MARKET
GRAND RAPIDS
KALAMAZOO
BATTLE CREEK
FREE & PETERS, INC.
Exclusive National Representatives

S. S. WHITE DENTAL MFG. Co., Philadelphia, has scheduled a five-minute participation daily at 8:30 a.m. on the *Musical Clock* program on KYW, Philadelphia, for its Oraline toothpaste. The selling campaign is concentrated in the Philadelphia market and only KYW will be used. Agency is Clements Co., Philadelphia.

ATLAS WINE Co., Philadelphia, for its Bon Ton and Fruit Bowl wines has scheduled a Thanksgiving and Christmas holiday campaign on four Philadelphia stations, starting Nov. 1 and continuing through Dec. 31. For the campaign, a total of 285 one-minute transcribed announcements, made by William Robinson Labs., Philadelphia, will be used. Schedule calls for 90 spots on WFIL, 75 on WIP, 60 on WDAS and 60 on WPEN. In addition, 30 and 50-word live announcements will be used several times daily on WIP. Agency is Philip Klein, Philadelphia.

IOWA SOAP Co., Burlington, Ia. (Magic Washer granulated soap), on Oct. 27 starts sponsorship of thrice-weekly quarter-hour women's program, *Jane Tucker*, for 13 weeks on WLS, Chicago. Weston-Barnett, Waterloo, Ia., placed the account.

I. J. GRASS NOODLE Co., Chicago (dehydrated soup), has increased its radio campaign to include participation on the quarter-hour *Mrs. Farrell's Household Program* three times weekly on WFBM, Indianapolis. Agency is Charles Silver & Co., Chicago.

GEORGE F. STEIN BREWERY, Buffalo, has started sponsorship of the transcribed *Korn Kobblers* heard twice-weekly on WBEN, Buffalo, with news flashes nightly on WOLF, Buffalo. Agency is Ellis Adv. Co., Buffalo.

Charlotte Listings

THE *Charlotte Observer*, long an outspoken opponent of any reciprocal arrangements between stations and newspapers, carried program listings last week. But the paper hadn't broken down its long adhered to policy, for stations were paying for the listings, it is reported. In a news story the paper explained that the listing was "purely a business proposition". The *Observer's* new policy came after Charlotte stations had worked out an agreement with the *News* of that city which resulted in the appointment of a radio editor and establishment of a radio page with complete program listings.

LOS ANGELES SOAP Co., Los Angeles (Mission Bell soap, Kennel King dog food), on Oct. 20 started for 52 weeks sponsoring a five-weekly quarter-hour newscast on KFWB, Hollywood. Agency is Raymond R. Morgan Co., Hollywood.

PATERNO CONSTRUCTION Co., Greenwich, Conn. (real estate), during the week Oct. 11-18 conducted a campaign of four announcements each on WHN WAAT WMCA WINS WPAT WOV to announce an auction Oct. 18 of home sites in Englewood, New Jersey and vicinity. Agency is O. W. McKennee Co., New York.

FRONT-SEATERS in a notable-studded audience at the concluding broadcast of NBC's *Good Neighbor* series, originating Oct. 16 from the Pan-American Union in Washington, were these formal folk (l to r) —Associate Justice Robert H. Jackson, NBC President Niles Trammell, and Vice-President Henry A. Wallace. In background, between Messrs. Jackson and Trammell, is Frank M. Russell, NBC vice-president.

SUCCESS FOR SUPER MARKET

Operators of Stores Impressed by Radio Promotion Staged in California

CONVINCED of the tremendous promotion and selling job radio can do, Charles Crouch, vice-president of the Super Market Institute and manager of the 22 Lucky Stores in Northern California, recently returned to Oakland after relating an account of the Lucky Stores' radio success story to the Super Markets Institute Convention in Philadelphia.

A few months ago Lucky Stores, on occasion of its anniversary, staged a gigantic KGO-Lucky Stores Party in the Oakland Auditorium. The success of this event, which was preceded by four weeks of promotion, inspired Crouch.

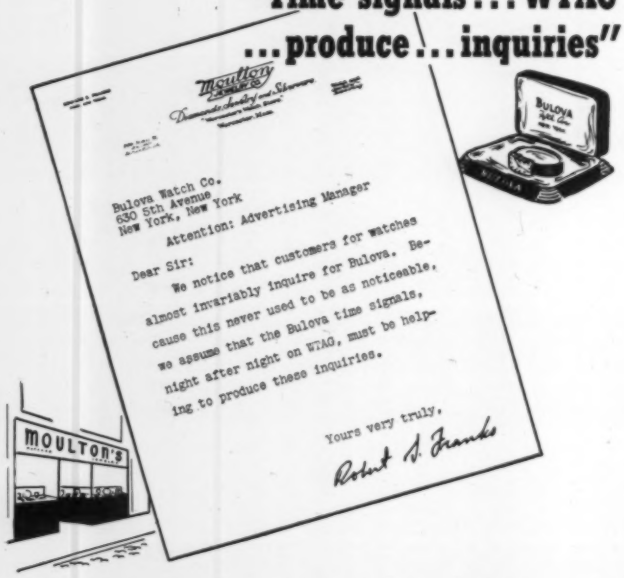
Others To Try It

His presentation at the only open session at the convention so impressed the capacity audience of Super Market operators, food manufacturers, agency and radio men who heard him, that a number of similar promotional tie-ups are being planned for other sections of the country. Several Super Market executives are expected to visit Oakland shortly to get further information on the KGO-Lucky Stores Party. The broadcast climaxed a four-week promotion of radio advertised food products, boosting Lucky Sales to new highs. The big stunt was jointly planned by Crouch, Al Nelson, manager of KPO-KGO, and Milt Samuel, head of the NBC press department.

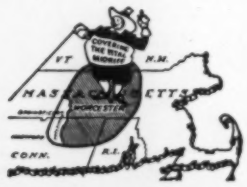
At the Philadelphia convention various phases of the promotional campaign were explained with the aid of colored slides, recordings of the portion of the KGO broadcast and newsreel shots of the two-hour show which attracted more than 30,000 people to the Oakland auditorium.

As a result of the interest in Crouch's story to the convention, the Super Market magazine plans to devote four or five pages of its next issue to the KGO Lucky Stores Party, with pictures and complete description of its handling.

"Time signals... WTAG ...produce... inquiries"


Moulton
Bulova Watch Co.
630 5th Avenue
New York, New York
Attention: Advertising Manager
Dear Sir:
We notice that customers for watches almost invariably inquire for Bulova. Because this never used to be as noticeable, we assume that the Bulova time signals, night after night on WTAG, must be helping to produce these inquiries.
Yours very truly,
Robert S. Franks
MOULTON'S

WTAG
WORCESTER
COMPLETE CENTRAL NEW ENGLAND COVERAGE



NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

BOOST YOUR SALES
Advertise over Central America's most modern stations
190,000 AMERICANS OF THE CANAL ZONE
BUY AMERICAN
Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City

HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

List of Outlets Cooperating With Army In Morale Work Reaches Total of 210

COOPERATING with the Army Morale Branch in providing entertainment and news for soldiers in Army camps as members of the mythical "Red, White and Blue Network" are 210 stations in 28 states, the District of Columbia, Hawaii, Puerto Rico and Alaska.

The "network" was started last May as a result of a test conducted by Capt. Gordon Hittenmark, WRC, Washington, announcer, now on active duty with the Morale Branch in Washington.

The "network" was formed last May when stations furnishing special programs to Army camps were invited to join the RWBW. First response resulted in replies from 78 stations in 21 states. A theme song, "Red, White and Blue," has been specially arranged and transcribed by Don Allen and his orchestra and is played at the opening and close of each programs.

Special Releases

News releases from the War Department Bureau of Public Relations are sent each week to the stations participating. Special news bulletins from Army maneuvers also have been prepared for the stations.

Stations belonging to RWBW are:

WHMA, Anniston, Ala.
WAPI, Birmingham
WSGN, Birmingham
WBRC, Birmingham
WJBY, Gadsden
WMSL, Decatur
WMOB, Mobile
WCOV, Montgomery
WJHO, Opelika
WHBB, Selma
KWJB, Globe, Ariz.
KTAR, Phoenix
KOY, Phoenix
KVOA, Tucson
KARK, Little Rock, Ark.
KLRA, Little Rock
KIO, El Centro, Cal.
KBJ, Hollywood
KDON, Monterey
KFXM, San Bernardino
KFSD, San Diego
KFSO, San Francisco
KYA, San Francisco
KJBS, San Francisco
KSAN, San Francisco
KPO, San Francisco
KGO, San Francisco
KVEC, San Louis Obispo
KVOE, Santa Ana
WICC, Bridgeport, Conn.
WTHT, Hartford
WNLC, New London
WATR, Waterbury
WELI, New Haven
WDEL, Wilmington, Del.
WILM, Wilmington, Del.
WRC, Washington
WMAL, Washington
WJSV, Washington
WOL, Washington
WWDC, Washington
WINX, Washington
WJHP, Jacksonville, Fla.
WMBR, Jacksonville
WLAK, Lakeland
WQAM, Miami
WFOY, St. Augustine
WTSP, St. Petersburg
WFLA, Tampa
WDAE, Tampa
WALB, Albany, Ga.
WSB, Atlanta
WAGA, Atlanta
WGAC, Augusta
WRBL, Columbus
WMAZ, Macon
WIBL, Macon
WMGA, Moultrie
WTOC, Savannah
WJAV, Savannah
WLS, Chicago, Ill.
WGN, Chicago
WENR, Chicago
WTAX, Springfield
WCBS, Springfield
WDZ, Tuscola
KCKN, Kansas City, Kan.
KSAC, Manhattan
WIBW, Topeka
WCMI, Ashland, Ky.
WHOP, Hopkinsville
WAVE, Louisville
WHAS, Louisville
WINN, Louisville
WOMI, Owensboro
KALB, Alexandria, La.
WJBO, Baton Rouge
KVOL, Lafayette
WNOE, New Orleans
WWL, New Orleans
KWKH, Shreveport
KRMD, Shreveport
KTBS, Shreveport
WRDO, Augusta, Me.
WLBZ, Bangor
WCOU, Lewiston
WBAL, Baltimore, Md.
WTBO, Cumberland
WMEX, Boston, Mass.
WHDH, Boston
WCOP, Boston
WBZ, Boston
WAAB, Boston
WSAR, Fall River
WHAI, Greenfield
WOCB, Hyannis
WLLH, Lowell
WNBH, New Bedford
WBRK, Pittsfield
WESX, Salem
WBZA, Springfield
WSPR, Springfield
WELL, Battle Creek, Mich.
WXYZ, Detroit
WJR, Detroit
WWJ, Detroit
WIBM, Jackson
WKZO, Kalamazoo
WCBI, Columbus, Miss.
WJPR, Greenville
WFOR, Hattiesburg
WSKB, McComb
KWTO, Springfield, Mo.
KMOX, St. Louis
KSD, St. Louis
WOW, Omaha, Neb.
WLNH, Laconia, N. H.
WFEA, Manchester
WCAP, Asbury Park, N. J.
WTNJ, Trenton
WOR, New York
WNYC, New York
WIBX, Utica
WWNC, Asheville, N. C.
WBT, Charlotte
WSOC, Charlotte
WCNC, Elizabeth City
WFNC, Fayetteville
WBIG, Greensboro
WHKY, Hickory
WMFR, High Point
WPTF, Raleigh
WRAL, Raleigh
WMFD, Wilmington
WGTM, Wilson
WAIR, Winston-Salem
WKY, Oklahoma City, Okla.
KGFF, Shawnee
KVOO, Tulsa
WEST, Easton, Pa.
WIBG, Glenside
WHJB, Greensburg
WHP, Harrisburg
WKBO, Harrisburg
WAZL, Hazelton
WGAL, Lancaster
WIP, Philadelphia
KYW, Philadelphia
WFIL, Philadelphia
WCAU, Philadelphia
KDKA, Pittsburgh
WJAS, Pittsburgh
WMBS, Uniontown
WORK, York
WEAN, Providence, R. I.
WCSC, Charleston, S. C.
WIS, Columbia
WFBC, Greenville
WMRC, Greenville,
WSPA, Spartanburg
WORD, Spartanburg
WOPI, Bristol, Tenn.
WDOD, Chattanooga
WDEF, Chattanooga
WAPO, Chattanooga
WHUB, Cookeville
WNOX, Knoxville
WHBQ, Memphis
WMC, Memphis
WSIX, Nashville
WLAC, Nashville
WSM, Nashville
KRBC, Abilene, Tex.
KRLD, Dallas
KTSM, El Paso
KROD, El Paso
WBAP, Fort Worth
KGKO, Fort Worth
KLUF, Galveston
KPRC, Houston
KXYZ, Houston
KTRH, Houston
KPAB, Laredo
KTSA, San Antonio
WOAI, San Antonio
KONO, San Antonio
KABC, San Antonio
KCMC, Texarkana
WSYB, Rutland
WACO, Waco
WCHV, Charlottesville, Va.
WBTM, Danville
WSVA, Harrisonburg
WTAR, Norfolk
WGH, Norfolk
WPID, Petersburg
WRVA, Richmond
WRNL, Richmond
WMBG, Richmond
WDBJ, Roanoke
KELA, Centralia, Wash.
KGY, Olympia
KIRO, Seattle
KOMO, Seattle
KJR, Seattle
KVI, Tacoma
KFBC, Cheyenne, Wyo.
KFAR, Fairbanks, Alaska
KGU, Honolulu, T. H.
WPAB, Ponce, P. R.
WKAQ, San Juan

ALL RECORDS were broken for Hartford lecture audiences when William L. Shirer, CBS commentator, drew 3,500 at Bushnell Memorial Hall in a WDRC promotion stunt. Here is Mr. Shirer (typing) just before the lecture, with General Manager Franklin M. Doolittle looking on. Edward R. Murrow is scheduled to appear Jan. 7.

Vaughn de Leath at WKY

VAUGHN DE LEATH, "First Lady of Radio", has joined the staff of WKY, Oklahoma City, as an entertainer. Miss de Leath was one of radio's first featured singers.

KFRE are the call letters assigned to the new local in Fresno, Cal., authorized Oct. 14 to J. E. Rodman, local Chevrolet dealer.

5000 WATTS at a new LOW RATE
The Greatest Buy in HARTFORD
JACK LACEY'S Music Kitchen 10:15 to 12 noon
JACK LACEY'S Streamlined Matinee 1:30 to 3:30 P.M.
5-10 MINUTE PERIODS WEEKLY
$90
Subject to regular frequency discounts.
WNBC
General Offices
54 Pratt St., Hartford, Conn.
NATIONAL REPRESENTATIVES
HEADLEY REED COMPANY
NEW YORK CHICAGO ATLANTA DETROIT

LIMA
A Fort Industry Market
Today
WLOK dedicates NEW supplementary studios in nearby Van Wert, Ohio, a progressive step toward furthering radio in education!
These studios are located in Van Wert's famous Marsh Foundation School. WLOK, with this undertaking, spreads its sphere of influence, clinches a growing, receptive audience. These faithful listeners have learned to "take WLOK's word for it". Try this pace-setting community market on the medium that's going places.
A FORT INDUSTRY STATION
N. B. C. Affiliation
WLOK
LIMA, OHIO

LOOKING FOR A GUINEA PIG?
TRY
The Listening Habit of Central New England
WHEB
1000 Watts on a Clear Channel 750 Kc.
PORTSMOUTH, N. H.
National Representation by Joseph Hershey McGillvra

Religious Expansion

CREW of the Good Ship Grace Inc., Los Angeles (religious), currently sponsoring the weekly half-hour *Haven of Rest* on 32 Don Lee Pacific Coast stations, Sunday, 3-3:30 p.m. (PST), on Nov. 3 expands its use of radio with transcribed versions of that program on KOY, Phoenix, KTUC, Tucson, KSUN, Bisbee, KFEL, Denver, with mid-Western stations being added to the list by mid-November. List is now being compiled by Paul (Bob) Myers, business manager of the corporation.

BAND LEADER, and sports announcer, too, was Tommy Dorsey (left), when he sat in the booth of WPAT, Paterson, N. J., with Steve Ellis, WPAT sports announcer, during a pro football game. Dorsey has always had an ambition to broadcast a football game, he said.

New Paper's Drive

CHICAGO'S new morning newspaper, expected to start publication in about eight weeks, has launched a radio promotional campaign on Chicago stations, announcing a $10,000 contest for a name and the best fifty-word reply to the query, "Why does Chicago need another morning newspaper. To date, a varied schedule of one-minute spot announcements have been placed on WJJD WAAF WCFL WAIT WGES WLS WSBC WIND (Gary), and a nightly quarter-hour on WMAQ. The paper is being published by Silliman Evans and financed by Marshall Field II. Agency is Schwimmer & Scott, Chicago.

WCAR

We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend . . . Who Prefer WCAR
all at LOW COST!

GET THE FACTS FROM WCAR
PONTIAC • MICH.
THE FOREMAN CO. NATIONAL REPS
CHICAGO • NEW YORK

Newspaper Hearing

(*Continued from page 16*)

use its regulatory powers over radio "to reduce the attractiveness to newspapers", adding that it might enforce a rule requiring that no station shall mention the name of its owning newspaper without making time available to other newspapers, patterning the regulation after the political time provision in the NAB code.

He said such regulations might prompt newspapers interested in radio only for its promotion attributes to divest themselves of their broadcast interests, at the same time affording opportunity for orderly sale, with no element of forced sale.

Advertising Angle

Responding to a query by Commissioner Craven, he said that although radio in fact has not made much of a dent in newspapers' local advertising, if it is assumed that radio—or television—did cut in appreciably, the best solution to the situation probably would lie "in the present trend toward greater dependence on circulation receipts".

Mr. Brant also suggested that the FCC might grant FM facilities to groups concerned with controversial matters, arguing to "let them all on the air rather than try to equalize them on the other stations".

Under cross-examination by Judge Thomas D. Thacher, chief counsel of the Newspaper-Radio Committee, Mr. Brant developed his thesis that the salvation of a daily newspaper, faced with an economic breakdown, would be to turn into a weekly, providing it is located in a relatively small city, rather than try to insure its future by getting into radio as a sideline. He said that if the mutual advertising possibilities, both from the view of promotion and solicitation, were eliminated from the picture, he thought there would be no advantage to either a radio station or a newspaper in joint press-radio ownership.

He argued that if the station and paper can operate successfully jointly, they should be able to do so individually and independently.

RUESS AND GILLIN HURT IN CRASHES

TWO TOP executives of WOW Omaha, are recovering from injuries suffered last week in two freak accidents.

William Ruess, chairman of auditors of Woodmen of the World Life Insurance Society, and executive head of WOW, is improving after serious injuries which include a broken leg, shock and other lacerations. He was injured in a smash-up Oct. 18 as two cars crashed at an intersection west of Omaha. Mr. Ruess' sister, Mrs. Emma Schumacker, was killed and his niece, Jane, seriously injured.

John J. Gillin Jr., general manager of WOW, was slightly injured Oct. 19 at the same spot. Mr. Gillin and Rainey T. Wells, Woodmen of the World general counsel, were examining the scene of the Ruess crash when two other cars piled up in a repetition of the Saturday smash-up. Mr. Gillin was hit on the leg by a headlamp thrown 100 feet by the impact. Three persons were killed and 14 injured, five critically, in the two crashes.

Bewley on Lone Star

BEWLEY MILLS, Fort Worth, on Nov. 2 will return to five Lone Star Chain stations— KGKO, Fort Worth; KXYZ, Houston; KTSA, San Antonio; KRIS, Corpus Christi; KRGV, Weslaco — and KFDM, Beaumont, Tex.. with the *Chuck Wagon Gang*, which it formerly sponsored. The show also will include Dwight Butcher as m.c. The series is to be heard Monday through Friday, 12:15 p.m. and Sunday, 9 a.m. Ray K. Glenn Agency, Fort Worth, placed the account.

Citing the New York situation, he added that if a newspaper in a city the size of Chicago could not exist as a newspaper alone, without a radio station, it should go out of business.

Asked by Judge Thacher if he were not really plumping for Government control and operation of broadcasting, Mr. Brant declared: "That's the last thing on earth I'd suggest!" He added that he never had suggested separating radio from the profit motive, although he could not specify remedies for the evils resulting from operation with the profit motive.

"Just like we are," says WSAI's Winged Plug, *"Loaded for listeners!* It doesn't do much good to point a program at your audience then have the hammer click on an empty chamber when you pull the trigger. That's why we *plug our programs* with street car and bus cards, neon signs, news pictures, movie trailers, taxicab covers, downtown window neon signs, a monthly house-organ for dealers and all the other ammunition that guarantees a bulls-eye when you shoot!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

SEASONED COMMERCIAL MANAGER

wants a station deal (outside NYC) based wholly on tangible results.

This man now is commercial manager of a New York City independent. He wants to leave New York.

He wants to affiliate with a station, large or small, that offers a real opportunity to get out and hustle for sales. He knows local selling. He's a veteran of many years on the national side of the station picture. He's an expert merchandiser . . . a recognized authority on commercial ideas that sell.

This man was a partner in a New York agency specializing in radio. He has been an important factor in the success of three nationally known independents in New York.

If you think this man fits into your scheme of things drop him a line today. A reply will be forthcoming promptly.

Box 980, BROADCASTING

In the CONTROL ROOM

OB NICHOLAS, engineer of KXOK, St. Louis, recently commissioned a second lieutenant in the Signal Corps, has received orders to report to Fort Monmouth, N. J. Following preliminary training he will fly to London for six months' training under actual war conditions, working with the radio-locator.

R. POPPELE, chief engineer of WOR, New York, has been appointed to Newark Public Affairs Director John A. Brady to serve as consultant on a plan to install two-way radios in the four City Hospital ambulances of Newark.

HURBER G. BOMBAUGH, transmitter engineer of WLS-WENR, Chicago, is the father of a baby girl.

ON MYERS, engineer of WIBG, Glenside, Pa., became the father of a boy, Homer Lee Myers, born Oct. 15 at the Grand View Hospital, Sellersville, Pa. It marked the first time in the 17-year history of the station that a son was born to a member of the staff.

OUG AITCHESON, of the engineering staff of CKLW, Windsor, Ont., who holds the rank of Acting Major in the 2d Battalion Essex Scottish Regiment of Windsor, has been named second in command of the unit.

ON MYERS, engineer of WIBG, Philadelphia, is the father of a boy born Oct. 15.

OY SODAHL, formerly of WHLB, Virginia, Minn., has joined the engineering staff of WEBC, Duluth.

DWARD LUTZ, control room operator of WFBL, Syracuse, underwent nasal operation this week in order to qualify for the Naval Reserves. He expects to report for duty soon.

HAROLD M. FULLMER, formerly of KOIL, Omaha, has joined the technical staff of KSO-KRNT, Des Moines.

OHN KOLYNUCK of the CKGB, Timmins, Ont., transmitter staff, has joined the Royal Canadian Air Force.

HAROLD PAGE, formerly of WIRE, Indianapolis, has joined the engineering staff of WPID, Petersburg, Va., replacing Robert Pantell, now at WWDC, Washington.

HARLIE JONES, engineer of KHJ, Hollywood, is the father of a boy born recently.

. J. KAAR, designing engineer of the receiver division of General Electric Co.'s radio and television department, Bridgeport, Conn., has been appointed managing engineer of that division, to handle both engineering and manufacturing of receivers.

ILTON THOMPSON, formerly of KGDE, Fergus Falls, Minn., has joined the engineering department of KABR, Aberdeen, S. D., replacing Ir VanVoorhis, who has joined Inland Airlines as a radio operator. Chief Engineer Del Hunt is the father of a girl born recently.

ARCH OBOLER, Hollywood radio writer, who has been under a 20th Century-Fox producer-director-writer contract has resigned.

Born by FM

AS AN EXPERIMENT in the relaxing quality of music during childbirth, music via FM, selected by the patient, was broadcast into an operating room at Chicago's Henrotin Hospital last week by special arrangement with W51C, FM station of Zenith Radio Corp., Chicago. The therapeutic program was broadcast during a successful Caesarian operation performed by Dr. Edward L. Cornell, friend of Comdr. Eugene F. MacDonald, president of Zenith. Special ear receivers were designed for the mother who listened to broadcast of Tschaikowsky's Concerto in B Flat Minor while giving birth to a five-pound boy.

Green and Rynd Named To NBC Traffic Posts

IN A SHIFT of its sales traffic department, NBC has separated departments for the Red and Blue networks by appointing F. Melville Greene, formerly sales traffic manager, to head of Red sales traffic, and Charles Rynd of the same department to head of Blue sales traffic. Mr. Greene reports to Roy C. Witmer, vice-president in charge of Red sales, and Mr. Rynd to Keith Kiggins, in the same capacity as Witmer for Blue sales.

Elmer Lyford of traffic has been appointed executive assistant in charge of station relations promotion, succeeding Bert Adams, recently made assistant to Sheldon B. Hickox Jr., manager of Red station relations. Robert Jones, former clerk, succeeds Lyford, and Daniel Tuohy, new to radio, succeeds Jones.

Engineers Sought

CIVILIAN radio engineers are sought by the Signal Corps of the Army. Those chosen will be assigned to Washington D. C., Fort Monmouth, N. J., Wright Field at Dayton, O., and other points throughout the country. Salaries range from $2,000 per year for those with limited experience, to $2,600 for two or three years' experience and $3,200 for those with five years' experience. Applicants having civil service status should contact the office of the Chief Signal Officer in Washington, D. C., where additional information and advice is available.

Correction

WFHR, Wisconsin Rapids, Wis., which on Oct. 15 joined MBS along with five other stations, operates with a fulltime power of 250 watts on 1340 kc., and not 250 watts day and 100 night as erroneously listed in the last issue of BROADCASTING.

PARACHUTIST Arthur Starnes is interviewed by Announcer Mel Galliart, on WLS, Chicago, on his projected delayed leap experiment from a stratosphere altitude of 35,000 feet, not pulling the rip cord until 2,000 above the ground. To record the physical reactions while plummeting earthward, portable radio equipment was perfected by WLS Chief Engineer Tom Rowe, to be attached to Starnes along with motion picture apparatus. The experiment, conducted under the supervision of the U. S. Army research experts, will be broadcast by WLS, which will also record the heartbeats during the descent.

JOHN I. (Bud) EDWARDS, KFI-KECA, Los Angeles, production manager, and Alice King of the continuity acceptance department, were married at Yuma, Ariz., July 5, it was just revealed.

Join the Swing to WTSP

the "Double Bonus" Station

For Coverage of the TAMPA BAY AREA

Added to the complete coverage of the Tampa - St. Petersburg Metropolitan area, largest population center in Florida, WTSP offers:

BONUS NO. 1—More than 250,000 winter vacationists who spend $40,000,000 here every year.

BONUS NO. 2—Army, Navy and Coast Guard bases with an annual payroll of $4,000,000.

The Tampa Bay area is a market worth $100,000,000. WTSP, the new Mutual station, covers it completely and economically.

WTSP
The Mutual Station
serving the
Metropolitan St. Petersburg-Tampa Sales Territory
A REGIONAL STATION
St. Petersburg TIMES Affiliate
R. S. STRATTON, Manager
ST. PETERSBURG, FLORIDA

A PRIVILEGE EIGHT TIMES

★

Seldom has the privilege of continuously serving eight foreign language speaking groups been extended to any one radio station.

Our privilege is the more impressive because it fully reflects the deep sincerity of these adopted Americans, regardless of the foreign language they employ. Most naturally they express their fervent patriotism in their own sacred mother tongue.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM
1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, Manager

AMERICA'S LEADING FOREIGN LANGUAGE STATION

WGR and WKBW
Columbia and Mutual
Buffalo
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

CLARK
for
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING

Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N.J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275

American Network Asks FM Outlet

Latham Says Organization to Seek New York Station

AMERICAN NETWORK Inc., organization of FM broadcasters with plans for the eventual establishment of a coast-to-coast FM network, will file an application with the FCC for permission to erect its own FM station in New York, according to John R. Latham, executive vice-president of ANI. Decision to file the application, which will probably be done within the week, was reached at a meeting of the board of directors of the organization at the Hotel Ambassador, New York, last Wednesday.

In Lincoln Bldg.

If permission is received, Mr. Latham said, the station will be erected atop the Lincoln Bldg. at 60 E. 42d St. in midtown Manhattan, where the ANI offices are also located. Coincidentally with this application for a construction permit to build a new FM station, ANI will request permission to begin broadcasting with an auxiliary transmitter of Major Edwin H. Armstrong, inventor of FM, at Alpine, N. J.

Arrangements for the rental of this 10-kw transmitter have been completed with Major Armstrong, Mr. Latham stated, subject to FCC approval, adding that the transmitter equipment is in such shape that the station can begin operations about 60 days after approval for such operations is received.

No action is anticipated on the ANI applications until the FCC holds its consolidated hearing on the applications for Class B FM channels in New York. Eleven frequencies may be used in this city; eight have already been assigned and there are now ten applications for the remaining three frequencies: 47.9, 48.3 and 48.7 mc. Hearing was announced by the FCC Sept. 9 [BROADCASTING, Sept. 15] but no date has been scheduled.

Roby Robinson, national advertising manager of the *Atlanta Constitution*, appeared at the ANI board meeting, where the paper was made a stockholder of the ANI. The *Constitution* has filed an application for an amplitude modulation standard broadcasting station and expects to file for an FM station within the week. National Life & Aceident Insurance Co., Nashville (WSM, W47NV), became an ANI stockholder the week previous.

Attending the meeting, which was otherwise occupied with routine business, were: John Shepard 3d, Yankee Network, ANI president; Walter J. Damm, WTMJ, W55M; Herbert Pettey, WHN; Harry Stone, WSM, W47NV; Mr. Latham. Gordon Gray, WSJS, W41MM, was the only absent director.

New York FM applicants are: American Network; Frequency Broadcasting Corp.; FM Radio Broadcasting Co.; Knickerbocker Broadcasting Co. (WMCA); News Syndicate Co., publisher of the *New York Daily News*; WBNX Broadcasting Co. (WBNX); Debs Memorial Radio Fund (WEVD); Greater New York Broadcasting Co. (WOV); Wodaam Corp. (WNEW); Mercer Broadcasting Co. (WAAT).

MORE THAN 50,000 people near Nashville heard about FM when W47NV, owned by the National Life & Accident Insurance Co., took a caravan of two trucks and a tent to 14 fairs in its coverage area. A salute program was arranged to honor the county holding the fair in which the exhibition was showing. In November the caravan will travel with Rural Electrification Authority show visiting four more fairs.

W55M Sponsors

WITH establishment of a woman's department for WTMJ, Milwaukee, and its FM adjunct, W55M, three sponsors have been announced for the new W55M feature, *It's a Woman's World*, handled by Anne Roos, claimed as the first FM woman's commentator. The sponsors are Holsum Peanut Crunch, Grigley Dairy and Drake Furniture Co.

WPEN, Philadelphia, has added 2½ hours to its weekly program schedule. Starting Oct. 27, the station will open 15 minutes earlier at 6:45 a.m.

PERFORMANCE
COUNTS MOST
AND COSTS LESS
WITH LINGO
Into Lingo designing has gone the finest engineering skill and modern antenna engineering. The result—"plus" performance combined with low installation and maintenance costs.
199 ft. (above roof) Radiator at WIBM, Jackson, Mich. Another example of Lingo versatility to meet every station need.
LINGO
VERTICAL
TUBULAR STEEL
RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC
Long Island City, N.Y.

Studio Notes

KFDM, Beaumont, Tex., carried the dedication of the Lucas Gusher Monument at the new Spindletop Oil Field, just south of Beaumont. KGKO, Fort Worth, and KGNC, Amarillo, also carried the program. Len Finger, program director of KFDM, was master of ceremonies.

WGN, Chicago, on Oct. 21 started on the third season a series of weekly quarter-hour dramatic programs, biographies of well-known artists represented in the Art Institute of Chicago's permanent collection, under the supervision of Myrtle E. Stahl, educational director of WGN, and Blair Walliser, producer. Series is also carried by WGN's FM station, W9XC.

WTMJ, Milwaukee, will soon augment its educational broadcasts with a return to the air of the Marquette Radio Workshop Nov. 1. Current plans call for the same type of broadcast used last year, with an interview with a faculty member followed by a dramatic skit and news of the school.

WTOL, Toledo, on Oct. 15 helped commercial aviation celebrate the 21st anniversary of coast-to-coast airways, the 16th anniversary of United Airlines, and the 13th anniversary of Toledo part in the airway's service, with a special broadcast of festivities in the Commodore Perry Hotel.

KDAL, Duluth, has planned a series of 30 programs saluting 30 different communities bringing the various high school bands to the station for the programs. A prize of $100 will be awarded the band receiving the most fan mail. KDAL recently increased to 1,000 watts on 610 kc.

KARK, Little Rock, began operations from its new studios Oct. 20. The new offices and studios occupy 7,000 square feet of space consisting of three studios, an audience observation room and a client's audition room which may be used as a studio. Complete new RCA dual speech imput equipment has been installed.

WCHS, Charleston, and West Virginia Network stations on Oct. 17 carried a special program, observing the opening of a State "V for Victory" drive against accidents, during which V's were awarded to Gov. M. M. Neely and four members of the WVN organization—John A. Kennedy, president; Howard Chernoff, general manager; Bill Adams, program director; Harold Miller, news editor. The awards were made for "tireless efforts and unselfish devotion to the cause of public safety".

KFAY, Fargo, N. D., on Oct. 15 dedicated a pack transmitter to Wahpeton, N. D., where Ken Kennedy, program director, and Bob Dobbin, station agriculture driector, described a corn husking contest. Due to unusual rural interest the program was carried at 11:30 a.m. in place of the *Farm & Home Hour*.

Last Trailer

KMOX, St. Louis, just got in under the wire when it received a new mobile kitchen trailer. The rolling kitchen, last allowed off the production line because of the defense program, is used as a promotional aid for Jane Porter and her *Magic Kitchen Cooking School* broadcasts. Colored a bright blue and silver, it is equipped with fluorescent lighting, modernistic refrigerator, range, sink and kitchen cabinets.

WMFF, Plattsburg, N. Y., located in the Cumberland Hotel since its inception in 1935, has moved to new quarters, known as Radio Centre. A dedicatory program for the new Radio Centre will be announced shortly.

KROD, El Paso, on Oct. 18 remoted a football game between the Texas College of Mines and Loyola U in Los Angeles with Morrison Qualtrough, KROD sportscaster, and Edward P. Talbott, chief engineer, making the trip to the Coast for the broadcast. All Texas M & M games are sponsored by the Standard Oil Co. of Texas.

KROW, Oakland, Cal., which releases the CBS *American School of the Air*, has made a tie-up with the San Francisco Board of Education to broadcast a repeat release on its FM station, KALW. Transcriptions of the *School of the Air* are released to KALW one week after the original performance on KROW.

THE *Alameda School of the Air*, for seven years on KLX, Oakland, Cal., has moved to KROW, that city. Broadcasts are devoted to subjects of educational interest to primary and secondary schools.

KWK, St. Louis, early in October was host to more than 100 delegates to the Southwest District meeting of the American Institute of Electrical Engineers. The group visited the KWK transmitter at Baden, Mo., escorted on a tour of the equipment by Chief Engineer James Burke and Nick Zehr, plant supervisor.

ARMY BUGLERS of the Sixth Corps Area commanded by Major General J. M. Cummins are competing in a bugling contest conducted by WMAQ, Chicago, which ends Nov. 2 when the winners of local camp contests will appear on the station's half-hour broadcast of the finals. Winner will receive an engraved bugle from NBC.

WPEN, Philadelphia, has increased the wages of its engineering staff by 5% to meet increased living costs.

NATIONAL Cornhusking Bee, to be held this year at Tonica, Ill., on Nov. 3, will originate on WLS, Chicago, and be carried by the NBC-Blue *National Farm & Home Hour*. Other meets broadcast by WLS are the Indiana State contest on Oct. 28 at Woodburn and Illinois State on Oct. 31 at Tonica. Art Page, farm program director of WLS, will direct each broadcast, assisted by announcers with portable shortwave transmitters following the contestants.

WIBW, Topeka, Kan., for the third successive year is carrying four times weekly the football commentaries of E. C. Quigley, well-known referee and sports authority. Quigley, public relations director of the National Baseball League, during the grid season presents on his program commentaries on games of the week, as well as coaches and individual players.

WHN, New York, will start its fourth program originating from Washington, Oct. 22, 8:30-8:45 p.m. Known as *Congressional Record on the Air*, the show features talks by prominent men and women in the Capitol. Senator James Mead will be the initial speaker.

WWNY, Watertown, New York, has completed arrangements with Watertown Senior High School for a Radio Workshop to be conducted this fall by Thomas E. Martin, WWNY general manager, to give seniors a perspective of radio as a future vocation.

EXCLUSIVE rights to all at-home ice hockey games of the Fort Worth Rangers have been obtained by KGKO, Fort Worth. Tee Casper will announce. Sponsorship is planned.

CHARLES O'MALLEY, formerly salesman of WROK, Rockford, Ill., has joined the Chicago sales staff of the Walker Co., station representatives.

DOUBLY HANDY

Opening through its own passageway directly into Grand Central Terminal, the Hotel Roosevelt offers you perfect convenience on your arrival in New York . . . And because of its location at the heart of Manhattan's great mid-town section, it affords the same kind of convenience for all outside activities . . . Doubly handy and doubly enjoyable . . . Large outside rooms with tub and shower, from $4.50.

HOTEL ROOSEVELT
BERNAM G. HINES, Managing Director
MADISON AVE. AT 45th ST., NEW YORK

In CANADA—It's the 'All-Canada' Stations

TOP YOUR SALES QUOTA IN WESTERN CANADA OVER THE ALL-CANADA STATIONS

Look at Canada's Western markets from the "High Riggers" perch and you will find them big in sales potential. SPEAK to those markets through spot programmes over the 'All-Canada' stations and convert *potential* sales to *orders*. For Western listeners are tuned in on all Canada—and 'All-Canada' stations are tuned to the key markets of the West. First in listener preference—first in local merchandising cooperation—first in technical programme service.

Check with your advertising agency or All-Canada representative

THE ALL-CANADA 'WESTERN GROUP'

British Columbia
Trail ..... CJAT
Kelowna ..... CKOV
Vancouver ..... CKWX
Kamloops ..... CFJC

Alberta
Calgary ..... CFAC
Edmonton ..... CJCA
Grande Prairie ... CFGP
Lethbridge ..... CJOC

Saskatchewan
Moose Jaw ..... CHAB
Prince Albert ... CKBI
Regina ..... CKCK, CJXM

Manitoba
Winnipeg ..... CJRC

ALL-CANADA

Exclusive Representatives
U.S.A.-WEED and COMPANY
CANADA—All-Canada Radio Facilities Limited

ARIZONA'S FIRST STATION
First with Listeners
First on the Dial
KOY CBS 550 KC.
KOY carries more hours of network commercial than any other Arizona station.
PHOENIX
Affiliate Station WLS Chicago

IN ROCHESTER IT'S WHEC
BASIC CBS

Masefield Pickup

JOHN MASEFIELD, poet laureate of England, will read selections from his works via shortwave from London on the Nov. 3 broadcast of Procter & Gamble's *Against the Storm*, Monday-through-Friday serial 3-3:15 p.m. on NBC-Red. Appearance of Masefield on the program—which will be his first broadcast direct to U. S. since 1937—was arranged by Fred Bate, NBC representative in London. Plans are being worked out by BBC to pick up the broadcast for the entire Empire, it is understood by Compton Adv., New York, agency handling the account.

TOWERS of WSPD, Toledo, are being dismantled in preparation for the station's move to its new quarters in the Broadcast Bldg. The towers, a familiar Toledo landmark, are atop the 18-story Commodore Perry Hotel. Although the towers have remained on the roof, they have not been in use since 1935 when the station's present transmitter was placed in operation.

WALTER COMPTON, m. c. of the MBS *Double or Nothing* program, has written lyrics for a song, "I'm Waitin' For Friday", based on selectee camp life and inspired by the many soldiers who compete on his quiz show.

ALL PUBLICATIONS of the U. S. Chamber of Commerce, headquarters in Washington, are listed in a 4-page bulletin issued by the organization.

PROFESSIONAL DIRECTORY

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An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
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Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

AFM
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Wanted—Engineer-Announcer—Give salary expected and availability. WBRW, Welch, W. Va.

Wanted Announcer—Local station. Good at ad libing and infomal programs. Give full details including salary expected. Box 55A, BROADCASTING.

Two Experienced Salesmen—Excellent opportunity. Reorganizing local sales department. Weekly draw against liberal commission. Write, wire, start now. KITE, Kansas City, Mo.

Wanted—Broadcast Operator in January. Must be able to copy Transradio Press. Experience not necessary. Send complete details first letter. KWYO, Sheridan, Wyoming.

Salesman—Require hard worker, experienced, capable earning consistently large weekly commission. High pressure "oncers" taboo. Draft status? New York State. Box 56A, BROADCASTING.

Wanted—Experienced person to handle program designed for children. Person must have ideas and showmanship ability. Possibilities for remuneration almost unlimited. Must furnish references and be available immediately. Box 71A, BROADCASTING.

Wanted—Experienced combination Announcer-Licensed Engineer. NBC affiliate in town offering ideal living conditions, married man. Must be polished announcer. Startng pay $175.00 a month plus moving expenses. Permanent. Reply Box 72A, BROADCASTING.

Salesman—Well established MBS affiliate, Southeast, offers excellent opportunity to producer. Drawing account plus commission. Will consider only experienced, aggressive, sober salesman who wants to get ahead. Write full details concerning yourself to Box 52A, BROADCASTING.

An Unusually—Favorable opportunity for an experienced time salesman on midwest (Iowa), 250 Watt local serving rich agricultural trade area. Drawing account and commission. Must be available immediately. Send complete information in first letter. Box 62A, BROADCASTING.

Situations Wanted

Experienced—Control room and transmitter engineer desires change. Now employed. Box 64A, BROADCASTING.

Announcer—Experience New York, Texas stations. College training, production, advertising. Available immediately. Box 67A, BROADCASTING.

Sports Announcer—Now employed 50KW wishes connection to build real sports department. Box 51A, BROADCASTING.

Outstanding—Sports, special events and program man. Expert play by play all sports. Box 61A, BROADCASTING.

Hurry-Hurry-Hurry!—Get the sellingest announcer in radio! It pays to pay more for results. Box 65A, BROADCASTING.

Assistant Station Manager—32, 10 years' network experience. Presently employed. Adaptable background of commerce and law. Box 57A, BROADCASTING.

Situations Wanted (Continued)

All Around Radio Man—Strong commercial copy, program creation and production. Announcing, news, and special shows. Transcription and samples of copy available. Box 59A, BROADCASTING.

Commercial Manager Or Assistant—Excellent and successful background in business, and considerable experience in all phases of radio, announcing, writing, production, etc. Box 54A, BROADCASTING.

Station Manager—Live, aggressive, unusually versatile. Twelve years' complete management experience, covering all departments, including FCC and industrial phases. Demonstrated local and national sales ability. Box 70A, BROADCASTING.

Station Manager—Commercial manager. Ten years' experience in all phases of station operation from announcer up. Proven sales ability . . . producer . . . writer. Dependable and ambitious. Now employed but desire change. Box 69A, BROADCASTING.

Engineer—Five years' comprehensive background including three years specialization in dramatics, variety, special events broadcasting and production. Desires affiliation with agency, network or 50 kw station. Single, deferred, 24. Travel anywhere. Presently employed. Box 58A, BROADCASTING.

Commercial Manager—Just the man you need to make money for your station . . . or . . . would consider good selling proposition combining announcing, producing and writing. Nine years' experience. Now employed . . . available thirty or sixty days. East preferred. Box 68A, BROADCASTING.

Announcer—Three years of experience. Married. Draft exempt. College education. Been on local and network stations. Can write script. Desires position in Carolinas or Virginia, but will go anywhere in the South. Living wage. Best recommendations. Can produce. Box 60A, BROADCASTING.

Newscaster—27, now employed regional station. Draft exempt. University graduate. Newspaper experience. Can rewrite and process news and cover local events. Three years radio. Steady, reliable. Want position with Midwestern or Eastern station. Minimum salary $160. Good commercial announcer. Box 63A, BROADCASTING.

Wanted To Buy

1 KW Transmitter—Must be good condition. State make, price and length of service. Box 1120, Aberdeen, Wash.

For Sale

Truscon Tower—264 feet with three Lapp insulators, two years old, Station KFJZ, Ft. Worth, Texas.

For Sale—One 6B Western Electric 15T Transmitter complete in good condition. Further details write Box 59A, BROADCASTING.

Recording Equipment—Allied turntable, Microscope, Miller tuners, custom built amplifier, RCA, Amperite microphone, Jensen 15" speakers, $1590. Box 66A, BROADCASTING.

NBC's Firm Offer Of BMI License

Trammell Stresses Position Of Network in Letter

A "FIRM OFFER" by NBC to sign a license agreement with BMI to run concurrently with the proposed ASCAP agreement (or until Dec. 31, 1949), with NBC agreeing to maintain its current payments to BMI during that period, with adjustments up to or down in accordance with changes in BMI's budgets, was contained in a letter sent last week by Niles Trammell, NBC president, to Neville Miller, president of the NAB and BMI, to "clarify" NBC's position on BMI. If this letter represents the policy the networks intend to follow with BMI, then it was declared evident that the ASCAP contracts, which call for a considerable increase in payments by the networks and a decrease in station payments, will not be used as a pattern for the BMI contracts, when, as required by its consent decree, BMI also institutes a payment-at-the-source plan of license next spring.

Letter reads:

"Some broadcasters have requested that we clarify the position of NBC with reference to BMI. We made the following statements at meetings of the NAB board of directors and the NAB executive committee, and I am pleased to restate them to you at this time.

"NBC believes that there should always be an open, competitive market in music and that no one licensing agency should be permitted to become or remain the sole source of supply of the music so necessary to the continued existence of broadcasting. BMI was formed for the purpose of establishing such an open and competitive market.

Competitive Market

"While the execution of the proposed ASCAP agreements will make available to broadcasters a considerably larger catalog of musical compositions than is currently available, the open, competitive market in music which has now been established can be maintained only by the continuance of BMI and other licensing organizations.

"NBC sincerely hopes BMI will be continued and will be happy to do its part in this connection. You may, therefore, consider the following a firm offer on the part of NBC, subject to acceptance by BMI on or before March 1, 1942.

"NBC will execute license agreements with BMI, which shall—

"(a) run concurrently with its proposed ASCAP license agreements;

(b) provide for payments to BMI in the same amounts as those currently being made, so long as the BMI revenue and expense budget remains the same; and

(c) provide for an increase or decrease in such payments dependent upon and proportionate to any increase or decrease in the BMI revenue and expense budget.

"So long as BMI music continues to be made available to NBC, NBC will not discriminate between it and the music of other licensors. Assuming the continued high quality of BMI music, this should assure its continued popularity.

"I trust that the foregoing offer and statement will reaffirm our position and answer the questions which have been asked as to our position with reference to the future of BMI and its music."

ASCAP Approval

(*Continued from page 10*)

gested to Mr. Craney that if he reviewed the facts "unemotionally, you will reach the conclusion that our proposal is in both your and our best interests, as well as for the entire industry."

Replying Oct. 20, Mr. Craney said he regretted the NBC president's interpretation of his telegram. He reiterated his opposition to the blanket form of contract, declaring that he believed the action actually puts the industry-ASCAP relations back where they were in 1932.

Mr. Craney recalled the Warner situation in 1935 when, he said, it was ably demonstrated that network performance makes hit tunes "regardless of what independent stations do." He said he feared that acceptance of a blanket license would result in networks making great use of ASCAP music to the exclusion of other sources.

"Your assurance, along with that of Mr. Klauber (Edward Klauber, CBS executive vice-president) that you would support other copyright owners, including BMI, so there would be ever available a competing pool of music is most heartening," he said.

90-Day Clause

After advising Mr. Trammell of his acceptance of the rebate proposal, Mr. Craney said the deductions are not to begin until 90 days after NBC's contract becomes effective or any later date "which is the date to which you are protecting any stations that have not signified their intention to reimburse you. The length of time over which the deductions may be made can only be to the next negotiations of our contract with you or until the expiration of the contract (without renewals) you sign with ASCAP, whichever is the earliest.

"Continuance of the above payment agreement beyond the term of one year likewise must hinge on possible similar agreements being negotiated by you with other affiliated stations, including those stations in States where ASCAP today cannot conduct business."

'I'm Caesar'

WHEN Caesar Petrillo, staff orchestra leader of WBBM, Chicago, and composer of the current hit tune "Jim", dropped into a west side Chicago hamburger emporium for late evening refreshment, he was greeted by his refrain coming from the jukebox. Petrillo, grumbling audibly that he could no longer listen to the song, started to leave when the restauranter asked him why he didn't like the tune since everyone else did. "I wrote it," he replied. "Yeah? And who are you?", he asked Caesar suspiciously. "I'm Caesar —", Petrillo began when the proprietor cut in, "Yeah, I thought so. If you're Caesar, then I'm Napoleon. Get outta here before I call the bughouse!"

Citrus Spots

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (powdered lemon juice), in a 13-week campaign supplementing its national newspaper schedule, on Oct. 14 started participating sponsorship two and three times weekly in *Happy Kitchen*, on KMBC, Kansas City; Sally Work, on WBEN, Buffalo; *Art Baker's Notebook* on KFI, Los Angeles. As merchandising tie-in, firm offers a recipe book and set of measuring spoons upon receipt of carton top or label from the product. Agency is Chas. H. Mayne Co., Los Angeles.

Golan Wine Plans

GOLAN WINES, Los Angeles, will use radio for the first time this fall to supplement a newspaper campaign introducing four brand names—Golan, Lango, I.V.C. and Legend. Radio plans are not yet complete but Brown & Thomas, New York, agency in charge, has indicated announcements will be used on a number of stations.

More Music in Pictures Being Released for Radio

DEAL releasing score of the RKO film "Call Out the Marines" direct to Broadcast Music Inc. was effected by Harry Engel, West Coast manager, and Robert Burton, New York attorney of the latter organization, on Oct. 18, thus marking the first action of its kind in the current radio-ASCAP controversy, for air exploitation of musical numbers from motion pictures. Numbers were written by Harry Revel and Mort Greene, ASCAP members who recently contracted with Southern Music Co., BMI affiliate, for publication of their score in "Four Jacks & a Jill," also an RKO production.

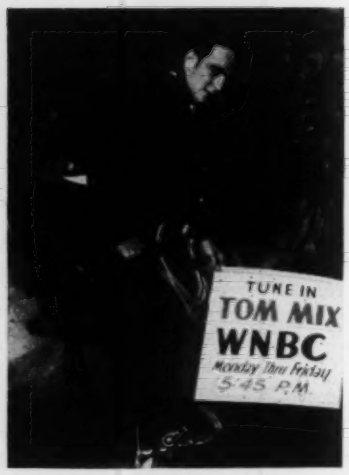
Similar action was taken by two other ASCAP songwriters, Milton Berle, radio and film actor, and Bert Pellish, who in mid-October assigned their song "Would It Make Any Difference to You?" direct to BMI for publication. Acting under provisions of the consent decree, it is understood that several other film studios are consulting with their legal departments on similar moves.

NBC Symphony Series To Charge for Tickets

BECAUSE of the large demand for tickets to the *NBC Symphony Concert* broadcast on NBC-Blue conducted by Leopold Stowkowski, the network has temporarily adopted a paid-admission policy (55 cents to $1.65) for those wishing to attend the four concerts Nov. 4, 11, 18 and 25. These broadcasts will originate in the Cosmopolitan Opera House, new name of the Mecca Temple on W. 55th St., New York, seating 3,300. Proceeds will be used by NBC to pay for the rental of the opera house. Another innovation will be the use of an "acoustical reflector", to be placed back of the orchestra.

Arturo Toscanini has accepted Secretary Morganthau's invitation to conduct the NBC Symphony Dec. 6 and 13 to promote sale of defense bonds. Concerts will take place in Studio 8-H, 9:30-10:30 p.m.

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS Directional
OVER METROPOLITAN NEW YORK



WHEN SCHOOL'S OUT in the New Britain-Hartford area, the youngsters generally stop to watch Ralph Kanna, WNBC program director, riding around on a white horse. He carries a sign promoting the Tom Mix series sponsored by Ralston Purina Co., St. Louis. Agency for the account is Gardner Adv. Agency, St. Louis.

Col. White Resigns

LIEUT. COL. EDWIN L. WHITE, principal electrical engineer in the private and safety division of the FCC engineering department, left the FCC Oct. 20 on a one-year leave of absence to go on active duty with the Army Signal Corps. Col. White joined the FCC June 23, 1930, as senior radio engineer.

MBS Second 'White Paper'

(Continued from page 7)

were not onerous and permit "a liberal amount of option-time, preserve all its advantages and prevent only its abuses". It buttressed this with an analysis of the provisions, and argued that in practice only cities having less than four stations are affected.

Not a Real Danger

In cities having four or more fulltime stations there will be no problem, or so far as can be seen, any real change in existing practice, MBS argued. Each network will have its regular affiliates in such cities and each affiliate will have first call on its network's programs, it said. In cities having four or more fulltime stations it is "inconceivable that any station which is the regular affiliate of one network would be enabled to take the programs of another network unless the regular affiliate of the latter network should refuse the programs fed to it by the network", MBS contended.

It said the alleged danger that the choice of the better programs of all four networks will gravitate to the station with the best technical assignment "must be ascribed to an overworked imagination".

In cities with less than four stations, the situation for the most part will remain very much the same, with one extremely important exception, MBS contended. Each station may enter into a regular affiliation contract giving it first call on the network's programs, and, if it chooses, may refuse to take the programs of any other network. But it may not bind itself by contract with one network to refuse to affiliate to another network, or to refuse to option or sell any of its time to another network.

"In practical effect," MBS continued, "this means that in a city having three stations, two of the stations will probably align themselves with one network and the third station with two networks (if it so desires). Similarly, in a city having two stations, each station may align itself with only one network, or with two networks if it chooses."

'Alarmists' Cracked

Pointing out that the revised regulations provide that no option shall be subject to call on less 56 days' notice, as compared with the 28-day period now commonly specified in network-affiliate contracts, MBS said this is obviously "not a substantial change".

Cracking "alarmist distortions", the White Paper said that stations, under the explicit statements in the regulations, retain complete liberty of action and are not compelled to option time to and to accept programs from another network if requested, in time not used by its regular network.

Covering the effective date of the revised regulations in a separate chapter, MBS said that after careful study and consultation with its counsel, it had reached the following conclusions:

1. The *regulations* are and have been *binding* as to any *affiliate station* which has *entered* its *network affiliation since May 2, 1941*, whether by way of renewal or continuation of an existing affiliation or by way of a new affiliation.

2. With regard to *affiliate stations* having network *contracts* which will *not* have *expired* by *Nov. 15, 1941*, the *stations may*, and *should, refrain* from any *commitments which* will *bind* them to a course of action inconsistent with the regulations *after Nov. 15, 1941* (including the exercise by networks of their existing 28-day options*). It must be kept in mind that all affiliate contract provisions which are in violation of the revised regulations have, in effect, been found by the Commission to be against public interest, convenience or necessity, and that any attempt by legal proceedings to enforce them by a network organization may also be met with the defense that they are in violation of the anti-trust laws.

3. *Very much the same considerations apply if* and when *court proceedings are instituted* by the other networks in an attempt to invalidate the Commission's action to secure an injunction restraining the Commission from enforcing the revised regulations. In the opinion of counsel for Mutual, and, so far as we can ascertain, in the opinion of many other lawyers familiar with the Communications Act, the Commission's jurisdiction and power to adopt the regulations are clear and its action will be upheld in court.

MBS added it is possible that court proceedings are instituted and pending a final decision, a temporary injunction will be requested by NBC or CBS. "There is grave doubt," MBS declared, "as to whether the court will grant such an injunction for several reasons, including a serious question as to the court's jurisdiction, the fact that the Commission's power under the law seems so clear, and the difficulty of making the required showing that any serious damage will result to the networks from allowing the regulations to go into effect immediately. Furthermore, Mutual knows of no adequate basis for recent broad assertions that the chairman of the Commission has agreed to stay or suspend the regulations pending the final outcome of such court proceedings."

Sound Policy Regardless

"In any event, whether or not legal proceedings are instituted and whether or not a temporary injunction is requested or obtained, a sound policy for stations to follow would seem to be to adhere to the test of public interests clearly announced by the Commission in its regulations, and, so far as possible, to follow both the letter and spirit of those regulations."

In its conclusion, MBS said the Commission's action will tend to promote and not to injure the industry and insisted there will be "no chaos, no disruption of operations, no deterioration of service, no impairment in cooperation by broadcasters in national defense, no paralysis of freedom of the air and no danger of Government operation."

Stating that it is not willing to assert that the revised regulations are without possible defect or that further amendments may not prove necessary in the light of practical experience, MBS called attention to the FCC majority's statement that it stood ready at all times to amend and modify the regulations.

** Since actually less than twenty-eight days remain between October 20th, the date of this brochure, and November 15th, the effective date of the revised regulations, stations may rightly abide by this principle effective immediately.*

Join Standard Radio

STANDARD RADIO announces the following additional subscribers to its program library service: WBAL, Baltimore; WLDS, Jacksonville, Ill.; WOL, Washington; WCLO, Janesville, Wis.; KDAL, Duluth; WALA, Mobile; WJZM, Clarksville, Tenn., and WOSH, Oshkosh, Wis.

Double the size, double the coverage with the new enlarged NCBS radio system . . . now second biggest in the country! NCBS delivers county by county coverage in the bread and butter center of the world. The merchandising staff has also been enlarged to carry on the famous NCBS guaranteed distribution and display program of active cooperation in 5,000 retail outlets!

NORTH CENTRAL BROADCASTING SYSTEM

U.S.A.

WLOL, Minneapolis, Minn.	WHBY, Appleton, Wisc.
WDSM, Duluth, Minn.	KFIZ, Fond du Lac, Wisc.
KVOX, Moorhead, Minn.	WHBL, Sheboygan, Wisc.
KATE, Albert Lea, Minn.	WSAU, Wausau, Wisc.
KWNO, Winona, Minn.	WFAR, Wisc. Rap., Wisc.
KGDE, Fergus Falls, Minn.	KVFD, Fort Dodge, Iowa
KWLM, Willmar, Minn.	KTRI, Sioux City, Iowa
KGCU, Mandan, N. D.	WATW, Ashland, Wisc.
KLPM, Minot, N. D.	WJMS, Ironwood, Mich.
KDLR, Devils Lake, N. D.	WHDF, Calumet, Mich.
KRMC, Jamestown, N. D.	WJMJ, Marquette, Mich.
KABR, Aberdeen, S. D.	WDBC, Escanaba, Mich.
WEAU, Eau Claire, Wisc.	WCLO, Janesville, Wisc.
WMPG, Hibbing, Minn.	WEMP, Milwaukee, Wisc.
WHLB, Virginia, Minn.	WRHN, Racine, Wisc.
WIBU, Poynette, Wisc.	

Write for illustrated folder on North Central Land

Exec. offices: Commodore Hotel, St. Paul, Minn.
John W. Boler, Pres. and Managing Dir.
Nat. Rep., Joseph H. McGillvra

Showmanship THAT WINS Intermountain Audiences!
KDYL
The POPULAR Station
ABC RED NETWORK
JOHN BLAIR & CO.

Pressure Claimed In Cleric's Speech

Time Given Others by NBC After Isolationist Talk

WORDY tempest which swirled around New York radio circles last week over a speech, carried Oct. 19 on NBC-Blue, in which Most Rev. Francis J. L. Beckman Roman Catholic Archbishop of Dubuque, severely condemned the Administration's foreign policy, appeared to be subsiding as the network granted time Oct. 26 for talks by two Protestant leaders.

While NBC officials said that talks of the Protestant leaders, Kenneth Leslie, editor of the *Protestant Digest*, and James Luther Adams, professor of Meadville Theological Seminary, would not directly answer Archbishop Beckman's speech, it was assumed that time was made available for the latter talks as an outgrowth of the Beckman incident.

Isolationist Pressure

Hints that Archbishop Beckman, who expressed his own views and not as an officer of his church, was scheduled by NBC only after pressure was brought to bear "by forces too powerful to refuse", were accepted by competent industry officials. However, the latter pointed out, this is only one of a series of incidents where these "forces too powerful to refuse" had obtained network time for isolationist speakers.

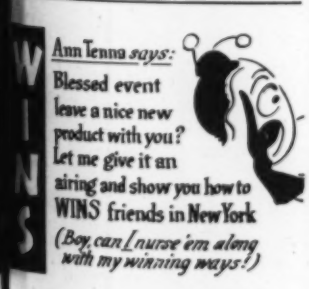
Charges that NBC had deviated from its previous policy of giving time for discussion of such controversial topics only to spokesmen of recognized organizations were discounted after a check of the record by persons familiar with the network's policy relating to speeches. Described by these sources as "elastic", the policy was evidently breached when Charles A. Lindbergh first spoke out against President Roosevelt's foreign policy. In those days, Lindbergh was scheduled as an individual and so said in his speeches. This was before his alliance with the America First Committee. The record also revealed other incidents where speakers, although nationally known, obtained time for network speeches, yet admitting they spoke for themselves and not any organization.

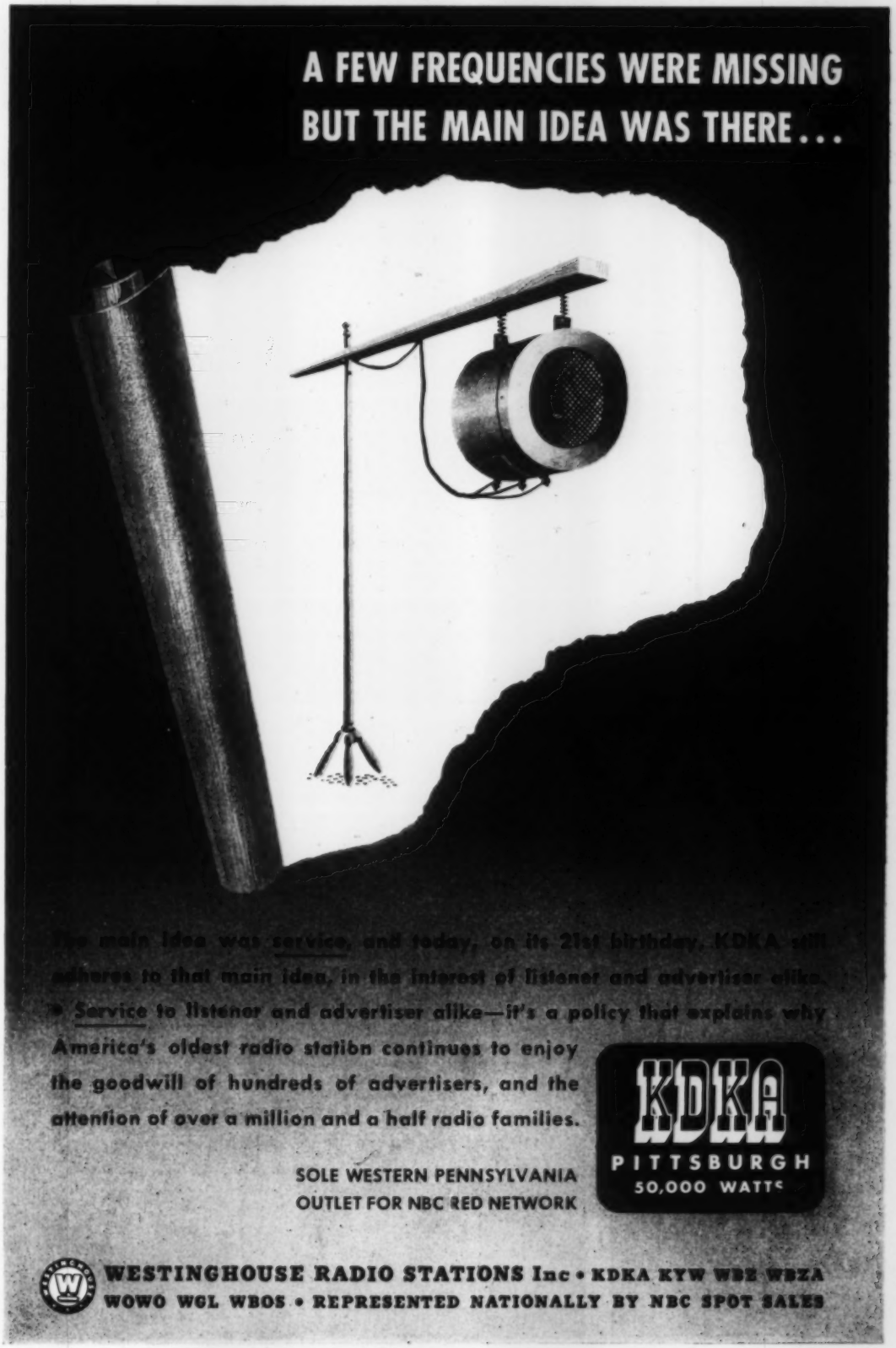
SABOTAGE STORIES GIVEN NBC DENIALS

FOLLOWING the order Oct. 9 that all visitors show passes when entering certain areas of NBC's headquarters in New York, several stories hinting of possible sabotage at the network have been revealed.

Last Saturday it was learned that a suspicious-looking man, ostensibly from a newspaper, was found wandering around the fifth floor of Radio City, and upon questioning by network officials, was turned over to the FBI. Reasons for his presence in that area on a Saturday afternoon were unsatisfactory and it is understood he is still being held by the FBI.

Other stories which the network denies as entirely unfounded include the finding of a container of acid near the NBC control rooms, said to be the reason for NBC's decision to issue employe and newspaper-trade publication passes. Also hinted and denied was the discovery of a package of bullets near a cable conduit at the WEAF transmitter.


Ann Tenna says:
Blessed event leave a nice new product with you? Let me give it an airing and show you how to WINS friends in New York
(Boy, can I nurse 'em along with my winning ways!)


A FEW FREQUENCIES WERE MISSING
BUT THE MAIN IDEA WAS THERE...
The main idea was service, and today, on its 21st birthday, KDKA still adheres to that main idea, in the interest of listener and advertiser alike.
Service to listener and advertiser alike—it's a policy that explains why America's oldest radio station continues to enjoy the goodwill of hundreds of advertisers, and the attention of over a million and a half radio families.
SOLE WESTERN PENNSYLVANIA OUTLET FOR NBC RED NETWORK
KDKA
PITTSBURGH
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc • KDKA KYW WBZ WBZA
WOWO WGL WBOS • REPRESENTED NATIONALLY BY NBC SPOT SALES

"We can't miss, Spike. WFDF Flint Michigan covers a payroll of $137,933,922."

Super Results for a Super Market!

3 OUT OF 4

Baltimore Listeners Daily!

Skeptical? Make us prove it! Write for full details—find out why WCBM gives you . . . "PENNY FOR PENNY COVERAGE BETTER THAN ANY!"

WCBM

BALTIMORE, MARYLAND

MEMBER NBC BLUE NETWORK

U.P.

"The World's Best Coverage of the World's Biggest News"

Dominant IN THE 7th RETAIL MARKET

KSTP

MINNEAPOLIS • SAINT PAUL

NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO 133,500 WATTS

NBC BASIC RED NETWORK

50,000 Watts

Paid Time on Nets Increases by 17%

Sponsors Expanding Present Shows, Analysis Reveals

ALTHOUGH the number of network commercial programs on the air this fall is just about the same as a year ago, many advertisers are using larger networks this year than last, with the result that the total of station hours devoted to network commercials in the fall of 1941 is about 17% higher than in 1940. Comparison of typical week shows a total of 10,169 station hours devoted to commercial programs of all national networks this year, an increase of 16.8% from the 8,704 total a year ago.

By individual networks, MBS shows the largest percentage gain, up 67.9% from 793 in the fall of 1940 to 1,331 this year. NBC-Blue is next, reporting 1,443 this year, up 27.8% from 1,131 in 1940. NBC-Red this fall shows 3,709 station hours for network commercials, a gain of 19.3% from last year's 3,107. CBS devotes 3,686 station hours a week to sponsored network programs this fall, as against 3,673 a year ago, a gain of 0.4%.

Wider Territory

These figures maintain a trend for advertisers to use increased radio appropriations to expand the territory reached by their present programs rather than to add new programs. This is further demonstrated by the fact that the total of commercial program series on all networks this year is 228, three less than the 1940 fall total of 231.

In the figures above, the heavy political business in 1940 was disregarded and purely regional hookups and programs broadcast on national networks but sponsored locally were also not included. MBS totals would be considerably expanded by inclusion of locally sponsored programs, but they were omitted in the interest of gaining a more exact comparison of network business. MBS also did not include the Worlds Series broadcasts in its calculations, which for a week boosted its station hour total tremendously.

NBC Executives Meet

NBC EXECUTIVES, including President Niles Trammell, vice-presidents and department heads, met last week at the Greenbrier, White Sulphur Springs, W. Va., for their annual get-together to discuss policies and plans for the coming year.

RANK AMATEUR was Bob Sundberg program director of KHSL, Chico, Cal., when he went on his first deer hunt recently. Knowing heads wagged "beginner's luck" when he bagged a five-point buck (at left) within an hour. But he really won his spurs the following weekend when he went out again and bagged a four-pointer. Total expense: License, 15 gallons of gas, two shells.

BALLANTINE QUITS MUTUAL FOR BLUE

P. BALLANTINE & SONS, Newark brewer, is shifting its *Three Ring Time* series from MBS to NBC-Blue, beginning on the latter network Nov. 7. Series, starring Charles Laughton, Milton Berle and Bob Crosby's orchestra, will be broadcast for 52 weeks on more than 20 Blue stations, Fridays, 8:30-9 p.m., a half-hour earlier than its present Friday evening spot on MBS.

Agency in charge of the account, J. Walter Thompson Co., New York, had nothing to say about plans for a substitute program on MBS for the duration of the contract with that network, which runs until mid-December.

In accepting the Ballantine program, NBC-Blue is deviating from the NBC code of policies and standards, which states that "alcoholic beverages may not be advertised on any network program," although individual NBC M & O stations have accepted beer advertising for local broadcasts. When this prohibition was adopted early in 1939, NBC explained that network programs must be acceptable to all parts of the country and at all times, whereas beer advertising was acceptable in some communities but not in others and was much more acceptable at some times than at others.

CHICAGO Federation of Labor, licensee of WCFL, Chicago, has applied to the FCC for a new commercial FM station in that city on 47.9 mc. to cover 10,800 sq. mi. and a population of 4,849,461.

DAVID LLOYD LEAVES

FCC Inquiry Chief Moves to Defense Position

DAVID D. LLOYD, head of the FCC inquiry section and chief Commission investigator in the FCC's newspaper-ownership probe, has resigned, effective immediately, to join the legal department of the Economic Defense Board, headed by Milo Perkins, as an attorney on the staff of General Counsel Monroe Oppenheimer, it was learned last Friday. Although Mr. Lloyd already has taken up his new duties, the FCC gave no indication as to his possible successor.

A storm center in the newspaper proceedings since they started late in July, Mr. Lloyd joined the FCC legal staff July 16, 1940, as special counsel to head the investigation unit of the legal department. Later he was named chief of the inquiry section, in charge of gathering material in connection with the FCC's case against newspaper ownership and operation of broadcast facilities.

Before joining the FCC, Mr. Lloyd had served in the legal division of the Resettlement Administration during 1935 and 1936. He was loaned by that agency to the Senate Civil Liberties Committee in 1936, and continued with the committee, first as acting counsel and then as assistant chief counsel, until he joined the FCC. Mr. Lloyd received an AB degree from Harvard in 1931 and an LLB degree in 1935.

ACA and WHN Again Dickering On Renewal

AMERICAN Communications Assn. has resumed negotiations with WHN, New York, for a renewal of its present contract covering the technical employes of the station. New contract is expected to be signed within a few days. Union is also negotiating for renewals at WHOM, Jersey City, and WBNX, New York. Wage increases are asked at all stations.

ACA has organized the engineers and announcers at WBAL, Baltimore, union reports, and has filed a complaint with the NLRB over the dismissal of two ACA members at the station, allegedly for union activities. Negotiations will not be started until the Labor Board complaint has been settled.

KINY

"The Friendly Voice of the Capital"

"Hey Fellows!"

KINY was the first Alaska station to receive special event chain broadcasts in Alaska, and the first to release special Alaska events broadcasts for chain use in the States.

Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.

Juneau-Alaska

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

IN PHILADELPHIA

WFIL

Influence Listeners in Friends

SELL THROUGH WFIL

Southern Stations Cover Maneuvers

WBT Is Designated 'Bugler' For First Army in Games

COVERAGE of the Army maneuvers starting this week in Caroline County, S. C., as well as the present air maneuvers over Georgia, South Carolina and North Carolina, is again being provided by radio through stations in the areas.

During the Civilian Air Defense maneuvers WSB, Atlanta, presented Brig. Gen. Walter H. Frank, commanding officer of the Third Interceptor Command, who utilized the broadcasts to contact volunteer ground observers of the Aircraft Warning Service and to coordinate tactical training of pursuit and bomber squadrons.

WBT, Charlotte, sent a mobile unit to Army headquarters in Camden, S. C., for a daily five-minute report on the war games by Bill Parker. Immediately after this period a second five-minute report on both the air maneuvers and the over maneuvers is given by News Editor Jack Knell, who receives his information from Bill Carley of the WBT staff. Carley goes aloft each morning from the Charlotte air base in an Army bomber observing all operations from the air.

Radio Bugler

Unusual feature was Army designation of WBT as "Army bugler" for the First Army during the games. Because of the splitting up of units during action there is a shortage of buglers, so WBT gives the official calls at designated times of day which in turn are picked up on portable radios by the Army units. Grady Cole, WBT farm editor, who conducts a daily 5 a.m. program, blows the 6:10 a.m. reveille; assembly at 6:15; mess call at 6:30, and sick call at 7 a.m.

WPTF, Raleigh, also stationed a special events staff as Camden and is presenting daily programs. Broadcasts will continue until the conclusion of the games in latter November.

WSM, Nashville, as a result of its success in covering the Louisiana maneuvers, is covering the Southeastern games.

WBYN Italian Block

IL PROGRESSO Broadcasting Service Inc., New York, has concluded arrangements with WBYN, Brooklyn, for exclusive production and sales of Italian programs on the station. Beginning Dec. 1, IPBS will present a six-hour block of programs in Italian on WBYN, from noon to 6 p.m., seven days a week. Started by Generose Pope, publisher of *Il Progress Italo-Americana*, New York Italian newspaper, Il Progresso Broadcasting Service has been incorporated as an independent company, with the publisher's son, Fortune Pope, as president. Miss Hyla Kiczales, formerly general manager of WOV, New York, is general manager of the company, which as opened offices at 132 W. 43d St.

Program Lines Tie Shortwave Stations, Permitting Combined Use of Facilities

FIRST physical step toward linking the majority of American shortwave stations under plans formulated by the Office of the Coordinator of Information headed by Col. Wm. J. Donovan, took place last week when program lines were installed tieing up all international broadcast stations with the exception of KGEI, San Francisco.

Under the new setup all shortwave stations east of the Mississippi may carry the same program simultaneously, heretofore impossible. Actually, this step makes possible the first United States shortwave network and allows any one program to be beamed on one country with the synchronized impact of millions of watts.

Already some of the stations are "swapping" programs, one of the principal reasons for the network. In other words when one shortwave outlet has a particularly good Norwegian program and another station is weak in this department although beaming material at Norway, the good Norwegian program can be "piped" into the second transmitter by merely utilizing existing lines.

Under consideration for some time, the new service had been held up by various complications but was finally placed in operation last weekend. In addition, the lines are being used for monitoring purposes by the OCI's New York office. Thus, for the first time the output of all international stations will come under the scrutiny of Government officials. As planned now all programs transmitted by these stations will be heard, through the lines in New York by the OCI, evidently for the purposes of checking on not only the quality of program but for Government policy.

Officials are quick to point out, that censorship is not involved merely the checking of material after it is aired.

League's Radio Fund

COOPERATIVE League of America at its national membership drive meeting Oct. 23 in Indianapolis okayed a national radio fund to be raised by a campaign throughout the country conducted by members of regional cooperatives. Goal set is $50,000 and the campaign slogan will be "We want 50,000 $1-a-year men". According to Wallace Campbell, assistant secretary of the league, the funds, when raised, will be allocated either to a network show or to a campaign in transcription form.

Rexall Sale

UNITED DRUG Co., Boston, will place four quarter-hour transcribed programs on 200 stations throughout the country, on alternate days Nov. 2-8 to promote the semi-annual Rexall One-Cent Sale. Titled *Rexall Parade of Stars*, transcriptions feature Ken Murray, Kenny Baker, Meredith Wilson's Orchestra and Harlow Wilcox, as m.c. Similar series have been used to promote the sale in the past. Agency is Street & Finney, New York.

General Foods Discs

GENERAL FOODS Corp., New York (Post Toasties), recently began sponsorship of a series of quarter-hour transcriptions, *Don Winslow*, Monday through Friday, on six stations throughout the country. Agency is Benton & Bowles, New York. Company is sponsoring same transcribed series on WGN, Chicago, for Grape-Nuts and Grape-Nut Flakes, through Young & Rubicam, New York [BROADCASTING, Oct. 13].

Gillette Pro Football

GILLETTE SAFETY RAZOR Co., Boston, is sponsoring four home games of the New York Americans professional football teams, on WINS, New York. First two games were played Oct. 19 and 26 with the contests with Milwaukee Chiefs and Cincinnati Bengals scheduled for Nov. 2 and 30 respectively. Don Dunphy, WINS and MBS sportscaster, handles the play-by-play. Maxon Inc., New York, handles the account.

STANDARD contract of the Associated Broadcast Technicians Unit providing wage increases, provisional closed shop, and arbitration clauses was signed last week by WCLS, Joliet, Ill.

OKLAHOMA REUNIONS

Bell Proteges Are Active In City's Radio

WHEN managers of Oklahoma City's four stations convene to discuss mutual problems a reunion of former WKY staff members ensuses. For Gayle V. Grubb, WKY manager, is flanked by William Gillespie, vice-president and general manager of KOMA and KTUL, who began his radio career as a member of the WKY sales staff; Matthew Bonebrake, manager and KOCY, who also started in radio on the WKY sales staff; and Robert Enoch, manager of KTOK and director of the Oklahoma Network, formerly a member of WKY. All four managers take an active interest in their sales departments, hence when they meet in competition, they fall back on their early sales training under Edgar T. Bell, business manager of the Oklahoma Publishing Co.

Canadian Shifts

A NUMBER of changes in transmitter location and temporary power permits are announced by the Radio Branch of the Department of Transport, Ottawa. CHRC, Quebec, is at a new transmitter location at Ste. Foy, Que., and has a temporary 250-watt permit pending installation of directional antenna for the new 1,000-watt transmitter. CKCO, Ottawa, has new transmitting location on Brickyard Rd., Township of Hull, Que., and 250-watts night, 1,000-watts day until directional antenna has been installed.

KGW
PORTLAND, OREGON

"THE KEY TO THE GREAT WEST"

620 KC—5,000 WATTS DAYS; 1,000 WATTS NIGHTS
National Broadcasting Co. RED Network
National Representatives: EDWARD PETRY & CO., Inc.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 18 TO OCTOBER 24 INCLUSIVE

Decisions . . .

OCTOBER 21

KVAN, Vancouver, Wash. — Granted modification license increase 500 w D; granted transfer of control to Sheldon F. Sackett.

DESIGNATED FOR HEARING—**WDNC, Durham, N. C.,** application CP new equipment directional D & N increase 1 kw N 5 kw D change 620 kc; **WRAL, Raleigh, N. C.,** applic. CP seeking same increase and facilities as WDNC (to be heard jointly); **KGNC, Amarillo,** applic. CP new transmitter directional N change 860 kc increase 5 kw D 10 kw N.

NEW, J. Leslie Doss, Bessemer, Ala.—Adopted order granting CP new station 1400 kc 250 w unl. condition permittee file modification specifying transmitter location and radiating system.

MISCELLANEOUS—**WSIX, Nashville, Tenn.,** granted modifiation CP approve transmitter site install new transmitter directional changes increase 5 kw N; **KOKO, LaJunta, Col.,** granted CP new transmitter increase 250 watts N & D; **WQXR, New York,** granted special service authorization 10 kw non-directional unl. 1560 kc; **WBYN, Brooklyn,** granted CP new transmitter increase 500 w N kw D unl.

DESIGNATED FOR HEARING—**NEW, Southwestern Michigan Broadcasting Corp., Kalamazoo, Mich.,** application CP new station 980 kc 1 kw directional N unl., facilities of WHAL; **WSOO, Sault Ste. Marie, Mich.,** license renewal.

PLACED IN PENDING FILE—**NEW, Pulitzer Publishing Co., St. Louis,** application CP new FM station under Order 79; **NEW, Contra Costa Broadcasting Co., Richmond, Cal.,** applic. CP new station 1210 kc 500 w N & D nighttime hours to begin with WCAU's sign off.

OCTOBER 22

MISCELLANEOUS—**NEW, R. B. Eaton, Des Moines, Ia.,** granted motion dismiss without prejudice application CP new television station; **NEW, Hugh McClung, Fresno, Cal.,** granted continuance hearing to 12-1-41; **WPRP, Ponce, P. R.,** continued indefinitely renewal and modification of CP hearing.

Applications . . .

OCTOBER 21

NEW, Howard R. Imboden, Pulaski, Va.—CP new station 1230 kc 250 w unl.

KABC, San Antonio, Tex.—CP new transmitter change 1470 kc increase 500 w N 1 kw D.

NEW, Coastal Broadcasting Co., Inc., New Bern, N. C.—CP new station 1450 kc 250 w unl. amended re stock ownership.

KVI, Tacoma, Wash.—CP new transmitter increase 5 kw N 10 kw D.

OCTOBER 23

WINX, Washington—Voluntary assignment license to WINX Broadcasting Co.

WBOC, Salisbury, Md.—CP change 960 kc increase 1 kw unl. directional N.

NEW, Eastern Broadcasting Co., Patchogue, N. Y.—Amend application CP new station 1300 kc 250 w.

WHAS, Louisville—CP increase 750 kw equipment changes.

NEW, Chicago Federation of Labor, Chicago—CP new FM station 47.9 mc 10,800 sq. mi. 4,849,461 pop.

KRNR, Roseburg, Ore.—CP new transmitter directional D & N increase 10 kw change 1030 kc.

Tentative Calendar . . .

NEW, Jefferson Broadcasting Corp., Birmingham, Ala., CP new station 1340 kc 250 w unl. facilities of WSGN when vacated; **NEW, George Johnston Jr., Birmingham,** same; **NEW, WBAM Inc., Birmingham,** same (consolidated hearing, Oct. 27).

WICA, Ashtabula, O., CP 970 kc 1 kw N 5 kw D unl. directional N; **WWSW, Pittsburgh,** same with directional D & N (consolidated hearing, Oct. 28).

WCAM, Camden, WCAP, Asbury Park, WTNJ, Trenton, modification and renewal of licenses; **WDAS, Philadelphia,** CP 1260 kc 1 kw N 5 kw D directional N unl. (consolidated hearing, Oct. 29).

NEW, Hugh McClung, Fresno, Cal., CP new station 1590 kc 5 kw unl. (Dec. 21).

CONSERVATIVE and practical is this snappy chapeau conceived by Kay Woodhurst, stenographer at WSB, Atlanta, Ga. Baffled by current stocks on the hat counters and priorities headaches, she rummaged around the station and picked up a worn out transcription, worn-out tube and wisp of ribbon. From that pile of junk was conceived this artistic conception with technical motif.

New Local in Louisville Is Organized by ABTU

FORMATION of a new local union in Louisville last week as the latest addition to the Associated Broadcast Technicians Unit of IBEW, has been announced by Russ Rennaker, business manager of ABTU. At that time technicians of the four Louisville stations — WHAS, WAVE, WINN and WGRC—meet for the organizational work, electing Bill Blanton, of WHAS, president of the new local; John Heafey, WAVE, vice-president; and Nolan Pontrich, WGRC, recording secretary. Starting membership totals 44 and the union will have jurisdiction in Louisville and the adjacent area.

At a subsequent meeting, Broadcast Engineers Assn., composed of WHAS engineers, and the WAVE Engineers Assn., were dissolved and their membership transferred to the new ABTU union. Agreement between WAVE and its engineers' association to expire in 1942 has been reassigned to ABTU. No date for negotiations between WHAS and the union has been set although the existing agreement between the station and the dissolved association terminates in November, according to Mr. Rennaker. An agreement has already been signed by Steve Cisler, of WGRC, leaving WINN as the only Louisville station not under an agreement, ABTU reports.

KJBS Names Rambeau

KJBS, San Francisco, has announced the appointment of William G. Rambeau Co. as exclusive station representative, effective Nov. 20.

WQXR Is Granted Increased Power

Will Operate With 10 kw. on 1560 kc. Under New Grant

WQXR, New York City, last Tuesday was authorized by the FCC to operate with 10,000 watts nondirectional, unlimited time, on 1560 kc., under a special service authorization and subject to certain engineering conditions. The station now operates with 5,000 watts unlimited time with a construction permit for 10,000 watts using a directional antenna, unlimited.

WBYN, Brooklyn, was granted a construction permit in part, to increase its power from 500 watts unlimited time to 1,000 watts day, 500 watts night, on 1430 kc. The authorization included permission to use a transmitter formerly used by WVFW, Brooklyn, one of the four so-called Brooklyn stations combined to make up the fulltime WBYN. The FCC dismissed the application of WBYN to move its main studio from Brooklyn to Manhattan.

WSIX, Nashville, was granted a modified construction permit covering its recent authorization to use 980 kc. with 1,000 watts night, 5,000 watts day, unlimited time, but with a directional at night. The modified permit, subject to actual measured interference not in violation of the international broadcast treaty, authorizes installation of a new transmitter and changes in the directional antenna system to use 5,000 watts fulltime. The station now operates on 1240 kc. with 250 watts unlimited time.

KOKO, La Junta, Col., was granted a construction permit to increase power to 250 watts fulltime and install a new transmitter, as against its present assignment on 1440 kc. with 100 watts unlimited time.

WHAS Superpower

FORMAL application for an increase in power from 50,000 to 750,000 watts was filed with the FCC last Thursday by WHAS, Louisville, operated by the *Louisville Courier-Journal* and *Times*. The station several weeks ago had notified the FCC of its intention to file the super-power petition [BROADCASTING, Sept. 15]. A half-dozen other applications ranging from 500,000 to 750,000 watts now are pending with whole subject probably to be designated for a general legislative hearing.

TO PERMIT testing of its new 50,000-watt transmitter nearing completion at East Rutherford, N. J., WHN, New York, is closing its broadcasting day an hour-and-a-half earlier with the *One-Two-Three Swing* program at 1:30 a.m. instead of the usual 3 a.m.

Network Accounts

All time EST unless otherwise indicated.

New Business

TEXAS Co., New York (gas and oil products), on Nov. 29 resumes *Metropolitan Opera* broadcasts on 142 NBC-Blue stations, Sat. 2-4 p.m. Agency: Buchanan & Co., N. Y.

LUDENS Inc., Reading, Pa. (Menthol Cough Drops), on Nov. 4 starts a five-minute musical show on three CBS-Pacific stations, Tues., 9:25-9:30 p.m. and Thurs., 9:55-10 p.m. Agency: J. M. Mathes Inc., N. Y.

ZONITE PRODUCTS Corp., New York (Forhan's Toothpaste), on Oct. 7 started *Gabriel Heatter* on 8 MBS stations, Tues. and Thurs., 9-9:25 p.m. (recorded on two MBS stations). Agency: Erwin, Wasey & Co., N. Y.

PARAMOUNT PICTURES Corp., New York, on Nov. 1 only, broadcast premiere of "Birth of the Blues" on 57 MBS stations, Colonial and Dan Lee Networks, Sat., 9-9:30 p.m. Agency: Buchanan & Co., N. Y.

SMITH BROS. Co., Poughkeepsie, N. Y. (cough drops), on Nov. 7 starts news program on 96 NBC-Blue stations, Fri., 9:55-10 p.m. Agency: J. D. Tarcher & Co., N. Y.

P. LORILLARD Co., New York (Old Gold Cigarettes), on Nov. 3 starts *Gold Variety Show* on 59 NBC-Blue stations, Mon., 7-7:30 p.m. Agency: J. Walter Thompson Co., N. Y.

Renewal Accounts

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges and lemons), has renewed *Hedda Hopper's Hollywood* on 3[illegible] CBS stations, Mon., Wed., Fri., 6:15-6:30 p.m. Agency: Lord & Thomas, Los Angeles.

CREW OF GOOD SHIP GRACE Inc., Los Angeles (religious), on Oct. 12 renewed for 52 weeks *Haven of Rest* on 32 Don Lee stations, Sunday, 3-3:30 p.m. (PST).

CHESEBROUGH MFG. Co., New York (Vaseline), on Oct. 22 renewed for 52 weeks *Dr. Christian* on 64 CBS stations, Wed., 8:30-8:55 p.m. (re-broadcast, 11:30-11:55 p.m.). Agency: McCann-Erickson, N. Y.

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest), on Jan. 1 renews for 13 weeks the *Rudy Vallee Show* on 77 NBC-Red and Blue stations, Thurs., 10-10:30 p.m. (EST). Agency: McKee & Albright, Philadelphia.

Canned Creamed Test

AVOSET Inc., San Francisco, on behalf of its new product, Avoset, a canned cream containing 99.9% fresh cream, recently started a radio campaign on six stations using transcribed one minute spots. The station list: KINY KFAR KGU KGMB KHBC and HP-5G-HOA (Canal Zone). In addition it is using participations on a home economics program on KFAR. According to the agency, Botsford Constantine & Gardner, San Francisco, the advertiser soon will start a test campaign in various markets throughout the United States mainland. Both radio and newspapers will be used.

Assets

ASSETS: ". . . and 100 barrels of three-year-old wihskey".

This is what one formal application for a new broadcast station told the FCC. No decision has been made on the acceptability of the "assets", though several Commission accountants have volunteered to direct the appraisal.

Bands to Be Spotlighted On Coca Cola Program

COCA COLA Co. for its new series on MBS, which starts Nov. 3, has selected the name *Spotlight Bands* and for its m.c. has chosen Al Helfer, well-known on WOR, MBS New York outlet, for his baseball and football announcing. The programs will feature different bands week nights, 10:15-10:30 p.m., and on Saturdays will "spotlight" the band, which according to weekly tabulation, made the recording which outsold all others.

According to the routing of the bands, it is estimated by MBS that 50% of the programs will be broadcast from the Mutual Theatre, New York, 20% from either Chicago or Hollywood and the remaining 20% from other large cities. Agency is D'Arcy Adv. Co., New York.

Doss Gets Station

J. LESLIE DOSS, general manager of WJRD, Tuscaloosa, Ala., was authorized Oct. 21 to construct a new local station in Bessemer, Ala., when the FCC adopted an order granting the outlet to operate with 250 watts fulltime on 1400 kc. Bessemer, with a population of about 23,000, is located approximately 20 miles south of Birmingham. The Commission's order also stipulated that the permittee must file within two months for modification of the construction permit to specify the exact transmitter location and complete radiating system. Grant brings the total number of new stations authorized this year to 54.

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC

THOMAS J. McDERMOTT

ON ONE of the flossy "Gardens of the Nation" terraces outside the office window of Thomas J. McDermott at 30 Rockefeller Plaza, sit two lions—calm, relaxed, and conveniently stone. Their job is twofold: To distract time-vendors, and to roar loudly whenever Tom melts under sales heat.

Tom has been with N. W. Ayer & Son since 1933, where he first piled his accountancy training in the agency business. Having serviced building trades accounts in New York, Tom was chosen as a natural for contracts and accounting. He started buying time in 1936—taking Atlantic Refining, Clicquot Club, Kirkman & Son, and Sheffield Farms in his stride, until today he heads up these standbys, as well as the Bell Telephone System, and almost a score of others, network and spot accounts, with emphasis, numerically, on the latter.

Born Oct. 16, 1908, Tom presents that rare but authenticated history of a native New Yorker who has been reared, schooled, married (Dorothy Kelly) and settled—all in the one and same place. A daughter, Maureen, 10, is the apple of his eye.

Tom is the only time-buyer in the business who builds and operates networks—this football season to the tune of more than 200. He says that the efficiency of his department is the result of the teamwork his associates give him.

Block Plans 150

BLOCK DRUG Co., Jersey City (Gold Medal Capsules), which has been conducting a test campaign for the past few months on over 40 stations, is now adding stations in major markets throughout the country, with the 5-6 time weekly announcements to be carried on over 150 stations when the lists are completed, according to Raymond Spector Co., New York, agency handling the account.

Contract Details Studied In WJAS - KQV Peace

STRIKE of the American Federation of Musicians against WJAS and KQV, Pittsburgh, was settled Oct. 17 when the station management agreed to employ orchestras of 11 men at each station, according to the AFM national headquarters in New York, where it was said Friday that other details of the contract were still being worked out by H. J. Brennen, owner of both stations, and Claire Meeder, president of the Pittsburgh AFM local.

Assisting the local to withhold musical programs from these stations, the national AFM organization had withdrawn its men not only from remote band pickups, which is customary, but from all musical network sustaining programs originating in the major studios of CBS and NBC. WJAS is a CBS affiliate and KQV an NBC-Blue outlet. Negotiations were resumed in Pittsburgh Oct. 16 between Mr. Meeder and Robert M. Thompson, representing the stations in the absence of Mr. Brennen who had been taken ill in Chicago earlier that week [BROADCASTING, Oct. 20].

James C. Petrillo, AFM president, was granted two weeks' postponement of his appearance in New York Supreme Court for examination before trial by American Guild of Musical Artists, which is suing to enjoin him and his union from interfering with AGMA members. Examination was originally scheduled Oct. 24.

Mrs. Melrose at WXYZ

EDYTHE FERN MELROSE, active in the radio and agency fields for some years, has returned to the air on WXYZ, Detroit, as The Lady of Charm. She broadcasts five mornings a week, developing the women's market for Chrysler. Among her broadcast affiliations were stations in Cleveland, Hagerstown, Md., and Akron. In the agency field she served in the radio department of Street & Finney, New York.

Mrs. Melrose

Fred Fear List

FRED FEAR & Co., Brooklyn, which conducts an intensive campaign each year 10 days before Easter for Chick Chick and Presto egg colors will use announcements and participations this season on KNX WGN WIRE WJR WOR WCKY WTAM WCAU KDKA WAPI KLX KGO WJAX WIOD WSB WSBT KCKN WHAS WWL WFBR KSTP KGBX KMOX WOKO WBEN WHAM WBT WADC WBNS WNOX WFAA-WBAP KSO WCHS. Agency is Menken Adv., New York.

PROGRAM *Hollywood Whispers* by George Fisher, heard on MBS Sundays at 1:15 p.m. under sponsorship of Marrow's Inc., Chicago, is now being transcribed into Portuguese and Spanish and shortwaved by the Peruvian Consul on KFEI, Los Angeles, to South American countries.

Youngstown
America's *35th Market
WFMJ
Youngstown's Favorite Station
NBC AFFILIATE
*U. S. Census Bureau

WDSU
NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

INS
War news hotter—Washington news vital. INS delivers news to radio in same volume, speed as to newspapers.
INTERNATIONAL NEWS SERVICE

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.
ON THE BASIC MUTUAL NETWORK

Advertising Urged To Pave Way For Post-War World

Federal Official Tells How Promotion Boosts Sales

LED BY the advertising profession, American business should take the initiative now figuring out how to create new groups of customers in the post-war world, Carroll L. Wilson, director of the Bureau of Foreign & Domestic Commerce, said Oct. 24 in addressing the Seventh Annual Convention of the AAAA Pacific Coast Council.

As a first step in the essential program of creating customers, Mr. Wilson cautioned the advertisers against a fear of change from present commercial practices. "This land has always been a land of change," he declared. "Most of our present commercial practices are no older than the Psalmist's three score years and ten, and in all the changes that have swept the face of American life we find no sign of decay, only the recent pallidness of fear."

Makes Them Want

Mr. Wilson also urged the advertisers to dispel the thought of government as being something entirely distinct from the people it represents. "I invite you to look upon the Government in the same light as your Department of Commerce views business, industry, labor, farmers, professional men and government employes . . . all customers of each others' products or services, all doing a part of the huge family wash of America, and exchanging what they do for the goods and services of other men,"

The advertising profession's place in the post-war economy will be to produce not only more, but better advertising than this nation has seen before, Mr. Wilson asserted. "Advertising that not only makes more people want more of a particular product, but advertising that makes more people want more and more products."

FCC Passes By Report On Clear Channel Policy

A DETAILED engineering report dealing with possible reappraisal of the FCC's clear channel policy, pending before the FCC, was passed over without action at its meeting last Tuesday. The voluminous report remains on the docket and will be considered at a future meeting, it was indicated.

Alternative plans for relocation of clear channel stations, possibly with superpower, or for breaking them down with multiple station operation, are said to be included in the engineering department suggestions [BROADCASTING, Oct. 20].

WSNJ, Bridgeton, N. J., opened its new studios Oct. 20. The station now can seat approximately 500 persons in each of its two auditorium studios.

Drawn for BROADCASTING by Sid Hix

"Oh No You Don't! Tonight It's My Turn to Play Mary Marlin!"

Recording and Engineering Standards Are Adopted by Committee of the NAB

FOLLOWING the recommendations of its executive committee, the recording and reproducing standards committee of the NAB adopted a set of 15 standards and referred nine more to four subcommittees for further study last Thursday at an all-day session at the Pennsylvania Hotel, New York.

Lynne C. Smeby, NAB director of engineering, presided at the meeting, which was concerned chiefly with hearing and discussing the report of the executive committee, presented by Chairman Robert M. Morris, business manager of NBC's radio recording department.

A major acheivement was the agreement on standard recording frequency characteristics for both lateral and vertical recordings. In the past there has been no general standard, each company setting its own, which made the task of giving the best reproduction to each record a difficult one for station personnel. Other standards adopted were the center hole diameter of records, the center pin diameter of reproducing apparatus, absolute turntable speed, maximum "wow" factor and other essential physical dimensions.

Transition Period

Referred to a subcommittee headed by I. P. Rodman, Columbia Recording Corp., was the problem of recording groove contour. Mr. Morris heads the group which will study distortion, signal-to-noise ratio and maximum recorded level. Howard Chinn, CBS, is chairman of a subcommittee to study directional recording, record life, glossary of terms and symbols and eccentricity, Reproducing systems is the topic assigned to the fourth subcommittee, whose chairman is Dr. S. J. Begun, Brush Development Co., Cleveland.

These committees will report back to the full committee Jan. 16 at a meeting to be held in the Hotel Commodore, New York. So that fullest attendance may be secured, these meetings are scheduled adjacent to other conventions the members might want to attend. Last week's session preceded the convention of the Acoustical Society of America; the January meeting follows that of the Institute of Radio Engineers.

Stating that the committee includes members from the fields of advertising, education, motion pictures and radio research, as well as from the broadcasting industry and the manufacturers of records and recording equipment, Mr. Smeby expressed gratitude for the way in which all had cooperated, sometimes at considerable cost, to arrive at the point of standardization already reached, and expressed hope that the full set of standards would be agreed upon early next year. Following such agreement, the standards will be published, he said.

He explained that the standards will not be applied immediately and all together, but said there will be a period of transition so that no one gets unduly hurt. The process will be one of orderly change, he stated, with consideration given to the fact that broadcasters must be able to adapt new equipment to their present record libraries and new transcriptions to their present reproducing apparatus. Only two of the major recording companies at present use processes that deviate widely from adopted standards, he said, and both of them have agreed to change over to comply with the new standards.

Stating that these standards are not hard and fixed but merely are in line with the best practices today, he said standardization is usually followed by new developments and expressed hope that when the period of national defense is over there will be a new spur in recording research. When that time comes, he declared, the industry will alter its standards to make full use of the improvements in recording technique so evolved. One committee member, Dr. Frederick B. Hunt of Harvard, has done much in this field, Mr. Smeby said, and will return to it after he is released from his present occupation with defense problems.

In addition to Mr. Morris, the executive committee members who spent several months collecting data on which their recommendations were based, are: Mr. Chinn, Mr. Rodman, F. C. Willis, ERPI, and C. Lauda Jr., World Broadcasting System.

KATZ DRUG CHAIN PLANS BIG DRIVE

KATZ DRUG Co., Kansas City, user of radio advertising for some time in the past and sponsor of the six-weekly, full-hour *Dance With America* program on KCKN, Kansas City, for the last four years, will utilize radio in a major role during its 1941 Million Dollar Sale and Christmas promotion, according to Henry Gerling, advertising manager of the drug chain.

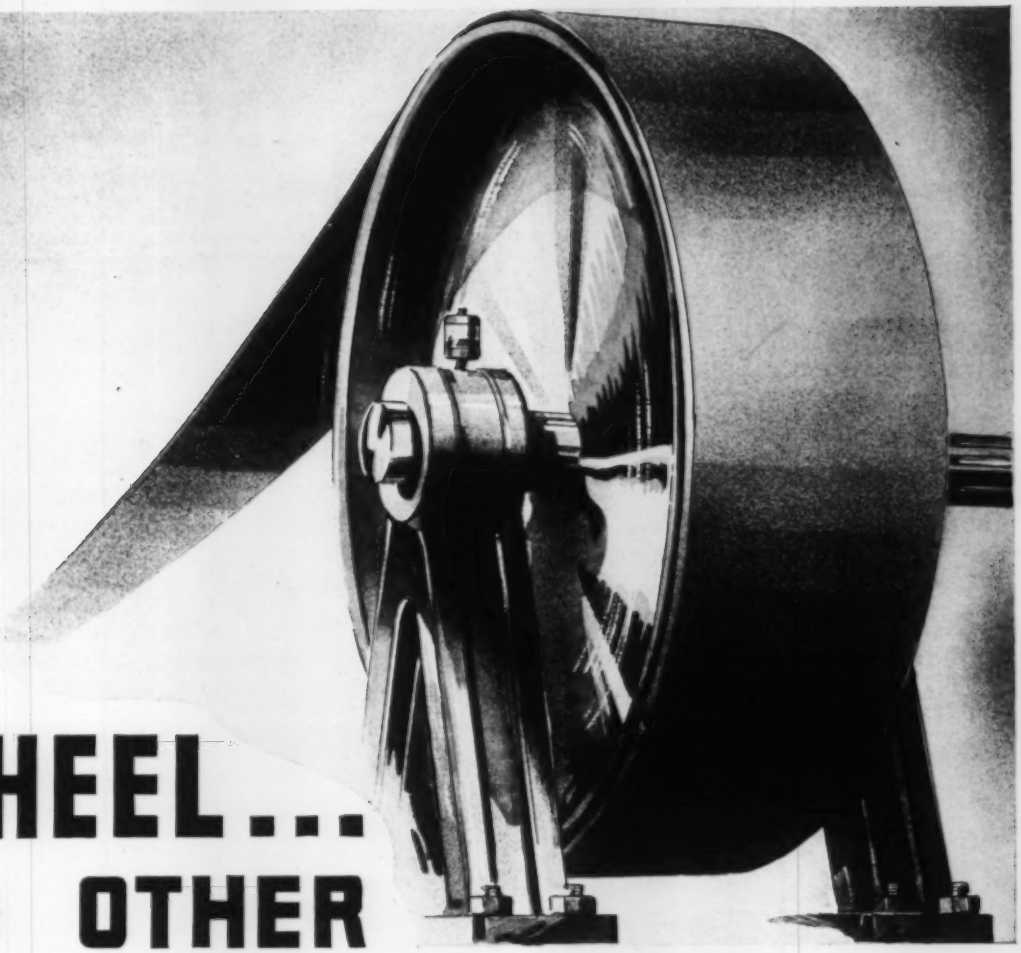
The heavy radio bombardment, covering a 10-week period, will include a total of 1,540 spot announcements at the rate of 154 per week on four Kansas City stations —WDAF, KMBC, WHB and KCKN. This, states Mr. Gerling, will mean 22 spots every day.

In addition Katz is sponsoring broadcasts of three Big Six football games — Missouri-Nebraska, Oct. 25; Missouri-Oklahoma, Nov. 15; Missouri-Kansas, Nov. 22—in an effort to furnish company officials with information on this type of program as well as to reach the four-state area in which Katz operates. Katz has renewed its *Dance With America* on KCKN for another year and is continuing a daily quarter-hour musical show on WHB. The heavy radio campaign for the Million Dollar Sale, Oct. 24-Nov. 26, will be supported by extensive newspaper advertising, billboards and motion picture trailers, Mr. Gerling reports.

Lava on 30

PROCTER & GAMBLE Co., Cincinnati (Lava Soap) is using 30 stations for its 26-week campaign of one-minute transcribed announcements, 16-20 times weekly which got under way Oct. 2 [BROADCASTING, Oct. 6]. Stations in New York City will be added some time during December. Agency is Biow Co., New York. Present list includes: WOKO WNBF WGR WHAM WAGE WSYR WIBX WWJ WXYZ WOWO WKZO WMMN WJAS KQV WWVA WJAC WAKR WGAR WHK WERC WSPD WKBN WOW WHO WFBG WHP KYW WFIL WGB WBRE.

FRANK COOK, of WEBC, Duluth, has resigned to enter the real estate business in Texas. He is succeeded temporarily at WEBC by Sportscaster Rolf Erickson.



One DRIVE WHEEL... SETS 18 OTHER WHEELS IN MOTION

WITH WNAC as the key station, sales power is put simultaneously into motion on The Yankee Network's 18 other stations in focal buying centers throughout New England.

That's applying intensive action where it will get the most effective results . . . the areas where population is largest . . . the markets responsible for 90% of New England's retail sales.

This is the method that scores of national advertisers have found successful year after year, because Yankee Network stations have the complete coverage and thorough, long-established acceptance essential for building dealer good will and consumer buying.

Information about The Yankee Network is as easily accessible to an advertiser in San Francisco as it is to a Boston business man.

To the makers of
PRINCE ALBERT

Our thanks to you for your sponsorship for another season, through Wm. Esty & Co., Inc., your agency, of Jim Britt's Sports Roundup, 6:15-6:30 p.m., three nights weekly, on the complete Yankee Network. Jim's rating is higher than ever, and we're looking forward to the best series ever for P.A.

Thanks again,
John Shepard, 3rd.

WNAC Boston	WFEA Manchester
WTIC Hartford	WNBH New Bedford
WEAN Providence	WBRK Pittsfield
WTAG Worcester	WNLC New London
WICC Bridgeport New Haven	WLNH Laconia
WCSH Portland	WRDO Augusta
WLLH Lowell Lawrence	WCOU Lewiston Auburn
WSAR Fall River	WHAI Greenfield
WLBZ Bangor	WSYB Rutland
	WELI New Haven

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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